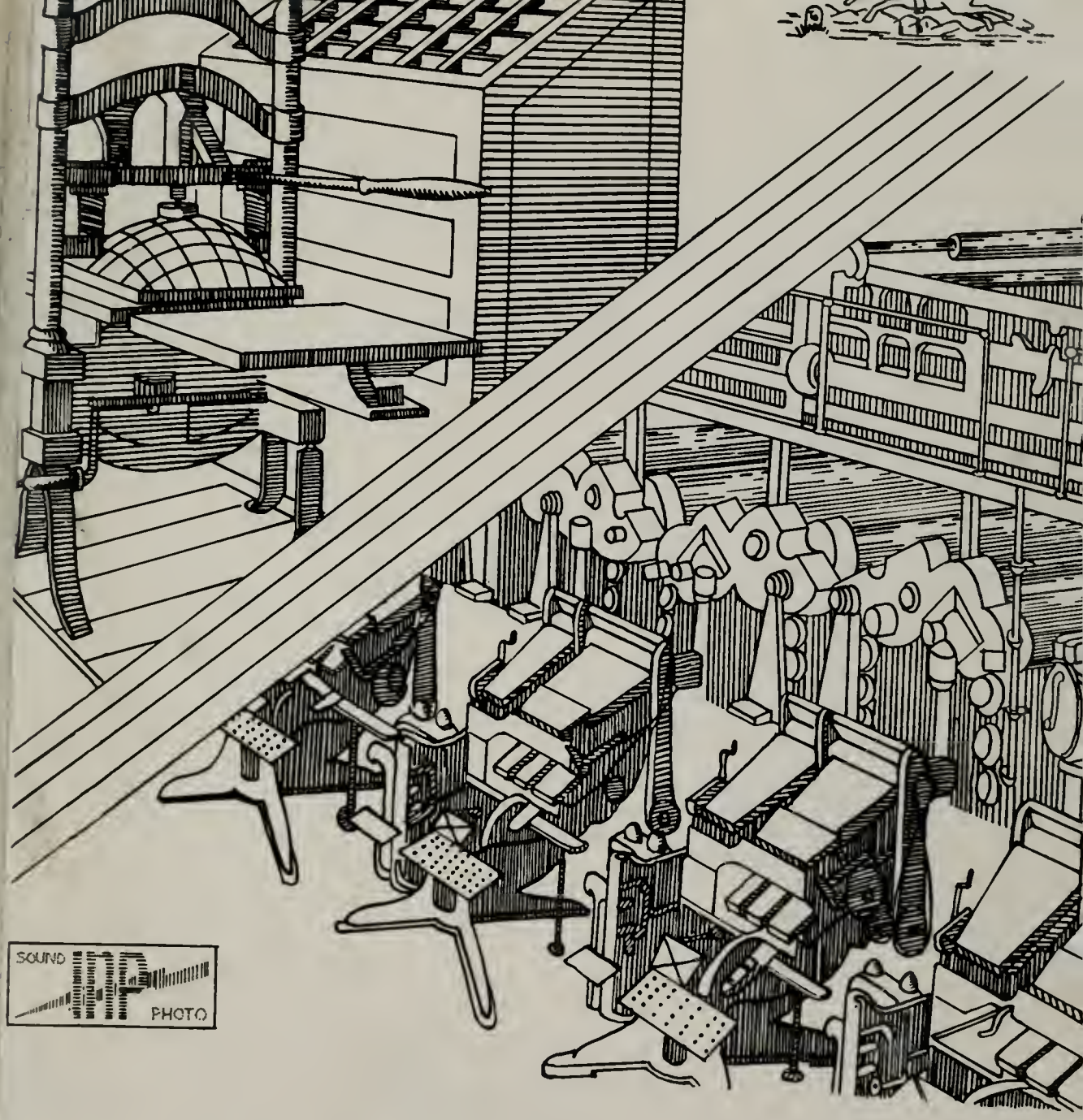
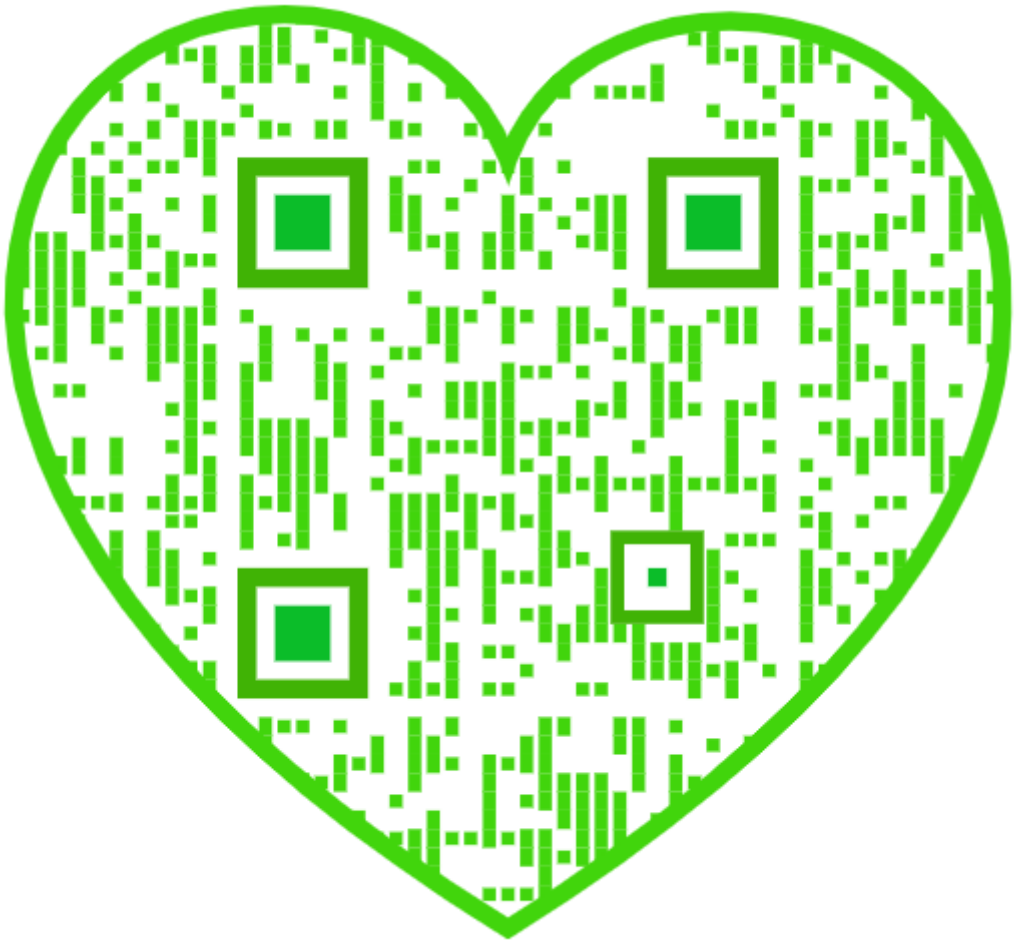


HISTORY OF JOURNALISM IN SAN FRANCISCO

Trends in San Francisco Journalism Volume IV



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TRENDS IN SIZE, CIRCULATION, NEWS AND ADVERTISING IN SAN FRANCISCO JOURNALISM 1870 - 1938

VOLUME IV

Emerson L. Daggett
Supervisor

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INTRODUCTION

In developing this project, two main objectives were considered; (a) to design a project which would provide employment for professional workers seriously in need of work; and (b) to plan and produce monographs of historical value for reference purposes and distribute them to public and university libraries where they could be consulted and possibly serve to stimulate more precisely formulated studies.

The agencies receiving the volumes published to date have highly commended these reference works and thus have encouraged us to proceed according to the plans set forth in the formal application. The workers have benefited on a project which has encouraged them to produce their best and to take responsibilities and assignments commensurable with their experience and training.

The present monograph, "Trends in Size, Circulation, News and Advertising in San Francisco Journalism, 1870-1938," is Volume IV of a series. So far the following volumes have been distributed:

Volume I- Foreign Journalism

Volume II- Frontier Journalism

Other volumes in preparation are:

Volume III- History of the San Francisco-Oakland Newspaper Guild

Volume V- Gentlemen of the Press

Volume VI- Technological Growth and Evolution of Make-Up of the San Francisco Press

The present monograph is not a fair example of the work done on the project. It constitutes the only volume of quantitative data pertaining to the History of San Francisco Journalism to be published as a result of the project and is a pioneer effort since no comparable work was available to follow as a model. Too often local histories of journalism deal with personalities and editorial policy. Possibly the diversity of problems facing those with the temerity to deal with statistical aspects of journalism has kept them from attempting even on a small scale to plan and make analyses and tabulations such as here presented. Any attempt to find statistical uniformities in a conglomerate such as the newspapers may be considered an irrational undertaking; in addition, it is a tedious job.

Due to the sampling involved, the entire study is open to serious question. The selection of only two issues per paper in each decade means that the sample is inadequate and probably not representative. The original measurements by WPA workers were for two papers every five years. However, in order to reduce the bulk of the data to manageable tables,

the measurements for only two issues in each decade was finally chosen. It remains for those who have sufficient time and personnel to measure a larger sample to find probable defects, statistical errors or limitations in the few generalizations which will be found in this report. However precarious, this undertaking points out certain fields of study which can be more fully developed. The tabulations are presented secondarily to substantiate the few generalizations which have been made, and primarily to record in as clear a form as possible the data which was developed by the local San Francisco WPA project. If this material stimulates further study in the field, it will have served a major purpose. This study does not in any way presume to be definitive but it does indicate the type of material which could be developed by those concerned with statistical analysis of journalistic trends and may help formulate a more satisfactory basis for such studies, especially if the errors which are discernable can be avoided and if the sampling handicap can be overcome by an undertaking more ambitious and extensive than the one here reported. As a pioneer attempt, it is believed that the data presented is of interest, however limited in applicability.

* * *

In order that this monograph may not be the subject of useless critical commentaries and in order that it may be as useful as the data permits, the following comments are

included concerning the reliability of the data presented in each Part. These comments are prepared by James B. Sharp who was responsible for developing the original plans for the monograph series, and for the statistical monograph in particular.

Part I - General measurements and size of San Francisco newspapers may be considered as reliable data, and the relatively few generalizations noted as to trends in size of newspapers appear valid upon re-checking. This statement applies to Part I.

Part II - Distribution of total space: News and Ads. Although work-sheet measurements that are presented in the tables were carefully re-checked against the newspapers measured,and considerable effort and time was spent in checking all postings and in double checking all computations in vertical and horizontal columnar tables, there still may be a few errors of internal consistency. A complete re-check was made of the front page news space by classification of news, and the table presenting this data is dependable. Although this reflects credit on the WPA workers, the careful re-check of the data reported cannot in any way dispense with the more fundamental question of adequacy of the sample.

Part III - Circulation trends in relation to population growth are based on the only data available. The census data is regarded as basic, while the circulation figures are only as dependable as the publishers' affidavits

and boastful statements. The fitting of two or more different circulation series into a continuous combined series is, of course, subject to a variety of questions, especially if it is known the publishers' statements were generally exaggerated prior to the establishment of the Audit Bureau of Circulation. However, much care has been exercised in rechecking all available unadjusted data. Each set of circulation data would best be shown independently. The charts are presented only as a means to show accessible information in chart form. A fuller account of the defects of these circulation trends is given in an introductory note to Part III.

Obviously the type of news appearing on the front page from day to day is determined by a multiplicity of circumstances that at present cannot be placed in a significant formula. However, for those papers measured the statistical distributions presented are precise and fairly reliable. All generalizations made, based on the limited sample, are to be regarded as tentative and are not intended to convince a supercritical student. These, nevertheless, may constitute a check on common sense experience and rule of thumb judgments regarding advertising and news space which are made from time to time.

Though the front page analyses may be found somewhat defective, the limitations noted above do not apply to the distribution of news by topics for the paper as a whole. From decade to decade there have been discernible shifts in

emphasis given to types of news depending upon the public's taste and editorial policy of the paper. These shifts or trends are given in detail in the tabulated material, and although some errors may be found in these interpretations, the tabular representation of these trends may be regarded by even the most critical as a definite contribution of the WPA project, and probably provides one of the first sets of data available for statistical analysis of trends in news and advertising, especially for San Francisco papers.

Probably the trends noted in advertising will be found more easily acceptable than the news trends, for there is less question as to the classification of ads by type than the classification of news by type. Furthermore, the workers were more able to make classifications as to ads than they were in classifying news by locale, by subject or by topic. The recorded trends of news and ads by the locale of the news source are probably less satisfactory than the trends recorded for advertising.

The above constitutes the opinion of the author of the Introduction.

* * *

This monograph is divided into three major parts:

Part I-General Measurements and Size of San Francisco Newspapers, 1870-1938.

Part II-Distribution of Space for News and Ads.

Part III-Circulation Trends in Relation to Population Growth.

PART I

GENERAL MEASUREMENTS AND SIZE OF SAN FRANCISCO NEWSPAPERS 1870 - 1938

GENERAL MEASUREMENTS AND SIZE OF SAN FRANCISCO NEWSPAPERS, 1870 - 1938

A. THE NUMBER OF PAGES PER ISSUE IN THE DAILY ISSUES[1]

Until about 1890 the number of pages in each daily issue in San Francisco papers throughout the year, with very few exceptions, was four pages. This resulted in a uniform format and required a comparatively small staff in the preparation of all phases of the newspaper.

Since 1900 there has been a definite increase in newspaper size. Furthermore, the trend is to produce more pages per issue during the summer months as compared with the winter months. In 1900 the number of pages had increased from four to over ten pages per issue and by 1930 twenty pages appears to be the minimum per issue for the San Francisco metropolitan dailies, even during winter months. In 1930 winter issues contained less pages than summer issues,

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[1] The total number of daily papers measured between 1870 - 1938 was 112. Of this number, 101 (90%) were Wednesday issues; 5 were Tuesday issues; 4, Thursday issues; 1 Saturday and 1 Monday issue. Wednesday as the mid-week day was selected to maintain uniformity, chiefly in respect to the factor of advertising.

varying from 18.7% less in the Examiner to 41.2% less in the Bulletin.

Seasonality of employment in the newspaper industry may partly be traced to this inconstant variation in the total volume of papers. It is still doubtful that there has been a deliberate policy of lay-offs on large San Francisco newspapers during winter months, but the statistical trend may suggest an unemployment drift markedly seasonal in character. This seasonality cannot be attributed to the lack of or excess of news fit to print. Mainly the reasons may be found to be due to advertising and to newspaper management. The reason cannot be found in either the qualifications or ability of newspaper workers or in the irregular advance of technological changes only during summer months. Certainly technological advances with the further mechanization of the newspaper industry makes possible a larger paper placed on the streets for sale on time.

A comparison of the total number of pages per issue in three leading San Francisco newspapers indicating percentage difference over a period of years in the number of pages of summer over winter issues is contained in Table I, following. The most marked variation is in the San Francisco Bulletin. It should also be noted that the San Francisco Chronicle in the issues measured in 1935 and 1938 showed a two-page increase in the winter issues over the summer issues. For the size of daily issues of the foreign language press, please refer to Volume I of this series.

TABLE I - SIZE OF DAILIES - TOTAL NUMBER OF PAGES

	EXAMINER			BULLETIN			CHRONICLE		
	Summer	Winter	% of S over W	Summer	Winter	% of S over W	Summer	Winter	% of S over W
	Pages			Pages			Pages		
1900	14	12	14.0	12	12	0.0	12	10	16.6
1905	16	14	12.5	12	12	0.0	16	14	12.5
1910	26	16	38.5	16	14	12.5	20	16	25.0
1915	20	16	25.0	18	14	22.2	20	16	25.0
1920	20	20	0.0	20	20	0.0	20	18	10.0
1925	32	26	18.7	28	22	21.4	28	22	21.4
1930	32	26	18.7	34	20	41.2	26	20	23.0
1935	32	26	18.7	24	22	8.3	26	28	-7.1
1938	34	32	6.0	26	26	0.0	28	30	-6.6

B. GROWTH IN SIZE OF SUNDAY PAPERS

In 1895 San Francisco Sunday papers were usually at least twice the size of daily papers. In 1935 Sunday papers were usually at least three times the size of daily issues. From 26-34 pages in 1895, San Francisco Sunday papers increased to over 100 pages in 1938 and during 1925 the Examiner mid January issue was 140 pages in size. This large 1925 issue was five times the size of the 1895 issue. The growth in size has been fairly continuous and only occasionally has the Chronicle published Sunday papers larger than the Examiner. Between these two Sunday papers there appears to have been a continuous rivalry for increase in the size and bulk of the papers. This has involved rivalry in introducing more and more expensive machinery and circulation departments. In 1920 the Chronicle published larger Sunday

issues than the Examiner. In 1925, however, the number of pages in the Sunday Examiner was from 26-54 pages more than the Chronicle. In 1938 the Chronicle once more has published larger issues than the Examiner. In general, it may be observed this quantity output rarely has been accomplished with equivalent quality output. In the table given below the growth in size of San Francisco Sunday papers from 1895-1938 for January and July issues is presented.

TABLE II. SIZE OF SUNDAY ISSUES - TOTAL NUMBER OF PAGES

Second Sunday of Month	S. F. Chronicle		S. F. Examiner	
	Winter January	Summer July	Winter January	Summer July
1895	26	26	26	26
1900	32	32	32	34
1905	48	48	56	56
1910	54	54	72	72
1915	58	60	66	76
1920	80	76	72	74
1925	86	88	140	114
1930	84	86	114	110
1935	94	88	100	96
1938	110	110	102	92

C. OTHER FACTORS OF SIZE

Since 1900 the newspapers have maintained a fair consistency in quantitative factors other than number of pages, especially in regard to depth of page, width of page, number of columns on page, depth of columns, and width of columns.

The depth of the page since 1900 in the Chronicle has been 23 inches; in the Examiner, 21 inches; in the Bulletin, generally 21 inches. Prior to 1900, the length of

page was greater, varying upwards to 30 inches. The following table gives the depth of page for the Bulletin, Chronicle and Examiner from 1870 issues to 1904. Subsequent to that date the papers have maintained a fair uniformity in size for each paper.

TABLE III. DEPTH OF PAGE 1870-1904 (SUMMER ISSUES)[1]

Period	Bulletin	Chronicle	Examiner
1870 - 1874	28	25	26
1875 - 1879	30	27	27
1880 - 1884	29	26	26
1885 - 1889	29	28	26
1890 - 1894	29	23	21
1895 - 1899	21	23	21
1900 - 1904	21	23	21

For the three leading San Francisco newspapers, the width of the page has been approximately 17 inches. During the period 1915-1924 the width of the page was 18 inches. Prior to 1900, the width of the page is noted in the following table (Table IV). The pages varied in width from 22 inches down to 15 inches. In general the Bulletin had the greatest width.

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[1] Winter and summer issues were generally uniform for each period considered; slight variations prior to 1875 were found for this factor of size.

TABLE IV. WIDTH OF PAGE 1870-1904 (SUMMER ISSUES)[1]

Period	Bulletin	Chronicle	Examiner
1870 - 1874	22	18	19
1875 - 1879	21	20	20
1880 - 1884	22	20	20
1885 - 1889	22	19	19
1890 - 1894	22	17	17
1895 - 1899	15	17	17
1900 - 1904	17	16	16

The number of columns on the page in the period 1900 to 1914 for San Francisco was seven; from 1915 to 1938, eight columns. Prior to 1900 it varied from five to nine columns. The table given below gives the range.

TABLE V. NUMBER OF COLUMNS 1870-1904 (SUMMER ISSUES)[2]

Period	Bulletin	Chronicle	Examiner
1870 - 1874	8	8	9
1875 - 1879	8	9	9
1880 - 1884	9	9	8
1885 - 1889	9	9	9
1890 - 1894	9	7	7
1895 - 1899	6	7	7
1900 - 1904	7	7	7

Since 1895, the Bulletin has maintained a twenty-inch depth of column; the Chronicle, 21-inch depth; the

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1 Generally summer and winter issues were uniform for each period considered for this factor of size.

2 See footnote 1, above.

Examiner, 20-inch depth. Prior to 1900, the range was between 15 and 28 inches. This is given in the table below.

TABLE VI. DEPTH OF COLUMNS 1870-1904 (SUMMER ISSUES)[1]

Period	Bulletin	Chronicle	Examiner
1870 - 1874	26	22	24
1875 - 1879	28	26	26
1880 - 1884	28	24	24
1885 - 1889	28	26	24
1890 - 1894	28	21	20
1895 - 1899	20	21	20
1900 - 1904	20	21	20

The width of columns has uniformly been two inches throughout the entire period for all newspapers. This is the one standard factor throughout the entire period. This standardization may partly be due to a psychological factor resulting from the scan of the reader's eye, especially in relation to the fineness of the news type.

Size of body type has gradually evolved from 5½ point solid (unspaced) in use in 1850 to the eight-or nine-point type usually leaded (spaced) two or more points, in general use today. The trend toward larger, more legible body type has been gradual in the extreme.

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[1] Generally summer and winter issues were uniform for each period considered for this factor of size.

D. USE OF ILLUSTRATIONS

Early newspapers did not use illustrations for news copy. Advertising illustrations were in general use early in San Francisco journalism. Early illustrations were small.

With increase in advertising competition and with mechanical and photographic advance illustrations have been enlarged. The largest advertising illustration in the 1870 issue measured was 2" x 1";in 1890 it was 4¼" x 4½"; in 1910, 12" x 5", and in 1938, 14" x 16".

News illustrations also have uniformly increased in size in San Francisco. In 1870, none were found in the samples measured; in 1890, the largest was 4½" x 6"; in 1910, 7" x 13½"; in 1938, 9" x 10". The Examiner generally has used the largest illustrations for news stories.

TABLE VII. SIZE OF LARGEST ILLUSTRATIONS MEASURED IN THREE SAN FRANCISCO NEWSPAPERS 1870-1938

	In Advertising (Inches)			In News (Inches)		
Year	Bulletin	Chronicle	Examiner	Bulletin	Chronicle	Examiner
1870	2x1	1½x1	2x1			
1880	1x1½	1x4	1x1			
1890	1½x4½	2¼x3½	4½x4½		2½x2½	4½x6
1900	6½x15	4x4½	2¼x6	6½x4½	6½x7½	6½x19½
1910	3x9	5x12	4x6	7x8	8x11	7x13½
1920	13x19½	9x13½	8x8½	6x8	6x9¼	7x7
1930	8x10	6x10	6x10	6x9	6x9	6x10
1938	14x16	6x13	6x11	9x10	5x11	5x10

News illustrations were not in general use prior to 1890. A very extensive use of advertising illustrations is indicated in early San Francisco journalism. In the first decades the newspapers were found using illustrations for news copy, the number of illustrations for advertising decreased proportionable from the 1870 high until recently. The number used for news copy has steadily increased since the 1910 decade. When illustrations were first used generally by the three papers, about 1900, the number was comparatively large. More and more the newspaper becomes an illustrated daily journal easy to glance through and with ads large enough to catch the buyer's eye.

TABLE VIII. LARGEST NUMBER OF ILLUSTRATIONS FOUND USED IN THREE SAN FRANCISCO NEWSPAPERS 1870-1938

(Samples were taken of summer and winter issues.)

	In Advertising			In News		
Year	Bulletin	Chronicle	Examiner	Bulletin	Chronicle	Examiner
1870	73	95	18	--	--	--
1880	72	29	8	--	--	--
1890	26	31	34	--	--	9
1900	18	29	44	28	21	26
1910	23	27	44	16	16	25
1920	73	75	67	26	23	12
1930	51	25	20	65	32	34
1938	146	62	28	92	49	42

E. TOTAL COLUMNAR SPACE USED

COLUMN INCHES OF SPACE IN SUMMER AND WINTER ISSUES OF THREE SAN FRANCISCO NEWSPAPERS

IX 1870 - 1938

Year	Bulletin		Chronicle		Examiner	
	Summer	Winter	Summer	Winter	Summer	Winter
1870[a)]	807	812	695	694	1225	748
1880	917	953	809	846	760	780
1890	979	990	1460	1381	1367	1335
1900	1535	1641	1612	1344	1727	1423
1910	2094	1782	2588	2075	3555	1918
1920	2395	2327	2942	2532	2783	2796
1930	4736	2609	4727	3626	4781	3830
1938	2813	3702	4070	4094	4917	4694

a) Examiner for the year 1874

In the San Francisco Bulletin the number of column inches increased from about 800 to about 3,700 in the winter issues, an increase of over 450% from 1870-1938. In the San Francisco Chronicle the increase was from about 700 to 4100 column inches, an increase of nearly 600% from 1870-1938. In the Examiner the increase was from about 750 to 4700, a six-fold increase from 1874-1938 (Table IX).

In general, it appears winter issues of the Bulletin have more column inches than summer; while the Examiner and the Chronicle in the summer appear to have more column inches, at least for the papers measured and reported above.

PROPORTION OF SPACE USED FOR ADVERTISING IN
SUMMER AND WINTER ISSUES OF THREE
SAN FRANCISCO NEWSPAPERS

X. 1870 - 1938

Year	Bulletin		Chronicle		Examiner	
	Summer	Winter	Summer	Winter	Summer	Winter
1870[a]	42	52	63	61	70	71
1880	53	46	59	54	48	42
1890	42	48	44	46	42	50
1900	31	37	43	35	40	39
1910	39	42	42	29	56	49
1920	60	68	49	44	58	55
1930	46	24	45	30	46	32
1938	53	54	32	40	42	42

a) Examiner for the year 1874

The amount of space used for advertising generally appears to be greater in the winter than in the summer issues of the Bulletin, while the Chronicle trend over the years studied and reported is to use more space for advertisements in the summer than in the winter issues, at least for the papers measured (Table X).

In the 16 issues measured and here recorded for the Bulletin

2 issues were over 60% advertisements;

4 issues were from 52% to 54% advertisements;

6 issues were between 42% and 48% advertisements;

3 issues were between 31% and 39% advertisements;

1 issue was only 24% advertisements.

In the 16 issues measured and here recorded for the Chronicle

2 issues were over 60% advertisements;

2 issues were between 54% and 59% advertisements;

7 issues were between 42% and 49% advertisements;

3 issues were between 30% and 35% advertisements;

1 issue was 28% advertisements.

In the 16 issues measured and here recorded for the Examiner

2 issues were over 70% advertisements;

4 issues were between 50% and 58% advertisements;

8 issues were between 40% and 49% advertisements;

2 issues were between 32% and 39% advertisements;

Thus, the Examiner apparently has been more successful in securing advertising than the two other papers. Perhaps this is a questionable virtue in a newspaper, from the point of view of the average reader seeking news.

PART II

DISTRIBUTION OF SPACE FOR NEWS AND ADS

DISTRIBUTION OF SPACE FOR NEWS AND ADS

A. LOCALE OF NEWS

The trend in the distribution of news space by locale, based on the amount of news space measured, has been to give more and more space to national and international news. Generally the increase appears to be toward giving one-half the total news space to national and international news (Table XI a). The Bulletin appears to have a higher percentage of news space given to national and international news than the Examiner (Table XI b). The Chronicle appears to have the more consistent record regarding local news space (excluding State news) since about 1900, having an average of between 35% and 40% (Table XII a) in summer issues and between 43% and 48% (Table XII b) in winter issues.

DISTRIBUTION OF SPACE OF ALL PAGES ACCORDING TO LOCALE OF NEWS: LOCAL-STATE AND NAT'L-INT'NAT'L

S U M M E R
1870 - 1938

XI a

Year	Bulletin		Chronicle		Examiner	
	Local and State	Nat'l and Int'nat'l	Local and State	Nat'l and Int'nat'l	Local and State	Nat'l and Int'nat'l
1870[a)]	43.9	56.1	55.9	44.1	61.3	38.7
1880	63.9	36.1	64.1	35.9	56.6	43.4
1890	45.3	54.7	44.2	55.8	71.8	28.2
1900	53.5	46.5	57.1	42.9	58.9	41.1
1910	49.7	50.3	53.2	46.8	62.2	37.8
1920	56.1	43.9	51.1	48.9	44.2	55.8
1930	52.6	47.4	56.4	43.6	44.2	55.8
1938	53.4	46.6	65.0	35.0	47.5	52.5

a) Examiner for the year 1874

W I N T E R
1870 - 1938

XI b

Year	Bulletin		Chronicle		Examiner	
	Local and State	Nat'l and Int'nat'l	Local and State	Nat'l and Int'nat'l	Local and State	Nat'l and Int'nat'l
1870[a)]	63.4	36.6	69.0	31.0	68.7	31.3
1880	65.5	34.5	71.6	28.4	66.1	33.9
1890	56.5	43.5	52.4	47.6	69.5	30.5
1900	42.6	57.4	52.5	47.5	49.7	50.3
1910	84.9	15.1	66.1	33.9	74.6	25.4
1920	60.1	39.9	59.0	41.0	66.7	33.3
1930	55.1	45.9	55.7	44.3	44.8	55.2
1938	62.7	37.3	59.4	40.6	52.5	47.5

a) Examiner for the year 1874

LOCALE OF NEWS ITEMS IN THREE SAN FRANCISCO NEWSPAPERS

S U M M E R
1870 - 1938

XII a

Year	Local			State			National			Int'nat'l		
	Bulletin	Chronicle	Examiner	Bulletin	Chronicle	Examiner	Bulletin	Chronicle	Examiner	Bulletin	Chronicle	Examiner
1870[a)]	36.7	51.2	55.0	7.2	4.7	6.3	29.9	26.9	27.7	26.2	17.2	11.0
1880	60.8	59.3	50.2	3.1	4.8	6.4	19.7	21.6	37.8	16.4	14.3	5.6
1890	39.3	34.6	56.2	6.0	9.6	15.6	42.7	34.9	26.3	12.0	20.9	1.9
1900	31.9	50.7	52.3	21.6	6.4	6.6	29.9	23.3	20.9	16.6	19.6	20.2
1910	41.3	38.8	52.0	8.4	14.4	10.2	43.1	40.0	34.9	7.2	6.8	2.9
1920	47.2	35.1	30.1	8.9	16.0	14.1	37.4	41.5	35.3	6.5	7.4	20.5
1930	36.5	39.4	31.7	16.1	17.0	12.5	41.4	38.2	49.0	6.0	5.4	6.8
1938	36.3	47.0	39.0	17.1	18.0	8.5	42.4	27.6	48.6	4.2	7.4	3.9

a) Examiner for the year 1874

LOCALE OF NEWS ITEMS IN THREE SAN FRANCISCO NEWSPAPERS

XII b

W I N T E R
1870 - 1938

Year	Local			State			National			Int'nat'l		
	Bulletin	Chronicle	Examiner	Bulletin	Chronicle	Examiner	Bulletin	Chronicle	Examiner	Bulletin	Chronicle	Examiner
1870[a)]	45.5	67.5	52.6	17.9	1.5	16.1	20.5	21.4	17.5	16.1	9.6	13.8
1880	56.5	71.4	65.2	9.0	.3	.9	20.8	19.8	18.2	13.7	8.5	15.7
1890	50.9	42.0	51.1	5.6	10.4	18.4	31.1	40.4	24.7	12.4	7.2	5.8
1900	32.0	30.0	46.6	10.6	22.5	3.1	41.5	25.5	39.0	15.9	22.0	11.3
1910	81.2	46.3	68.3	3.7	19.7	6.4	11.4	30.3	20.5	3.7	3.7	4.8
1920	47.3	48.2	55.7	12.9	10.8	11.0	31.4	18.7	25.6	8.5	22.3	7.7
1930	41.5	46.4	33.6	13.6	9.2	11.2	44.0	41.9	51.3	.9	2.5	3.9
1938	53.0	43.5	47.3	9.7	15.8	5.2	23.3	31.0	40.8	14.0	9.7	6.7

a) Examiner for the year 1874

B. NEWS SPACE: CLASSIFICATION OF ITEMS

In order more easily to discuss the news according to subject matter, all news measured was classified under 11 headings and these classifications were further summarized according to the relative rank (based on measured space) of each major subject.

In two tables - one for summer news and one for winter news - 1870-1938, detailed information is presented in tabular form (Tables XIII b, XIII c). These summarize results of measurements according to space used for the news as classified under 11 headings. These measurements, when converted into percentages of the total news space, appear in more detailed tables for summer and winter issues (Tables XIV a, XIV b), and make it possible to note major trends from 1870 to 1938 for each of the newspapers measured. Tables XIV c, XIV d show first-place, second-place and third-place ranking of topics as classified under the 11 headings selected.

Priority ranking for news topics.

For the San Francisco Bulletin, Business appears among the first 3 items in each decade, except 1900 (summer) and 1930 (winter). Political is among the first 3 priorities in 3 of the eight issues measured (summer)and among the first 3 in 4 of the eight issues measured (winter). Crime is in the first priority rank in 3 of the eight issues (summer)and among to first priority rank in 2 of the eight issues(winter). Sports appears 10 times among the first 3 and is first in 7 of the sixteen issues measured (summer and winter).

The San Francisco Chronicle appears to have a slightly different pattern of news. Business appears in 7 of the eight issues measured and is first 3 times (summer); it appears 6 times and is first 3 times (winter). Political appears in 3 of the eight and is first 2 times (summer); it appears 5 times and is first once (winter). Crime appears in 2 of the eight issues (summer) and in 3 of the eight, being first 2 times, (winter). Sports appears in 5 of the eight and is first 2 times (summer) and in 4 of the eight, being first once (winter).

The San Francisco Examiner pattern is somewhat similar to that of the Chronicle and is indicated as follows: Business appears 6 times, first once, (summer); Business in winter issues appears 6 times, first 3 times. Crime appears 4 times, first once, (summer);Crime in winter issues 4 times, in first priority 2 times. Sports appears 6 times, first 3 times (summer); 3 times, first once winter issues.

TABLE XIIIa INDICATES NUMBER OF TIMES TOPICS APPEAR IN FIRST THREE PRIORITY RANKS DURING 16 RECORDED PERIODS, SUMMER AND WINTER

PRIORITY (Based on space occupancy)	Amusements	Business	Crime	Disaster	Labor	Military	Political	Personalities	Sociological	Sports	Transportation
	S/W	S/W	S/W	S/W	S/W	S/W	S/W	S/W	S/W	S/W	S/W 1/
1	0/0	6/9	2/5	0/0	0/0	2/0	3/3	1/0	2/0	8/6	0/0
2	0/2	9/4	2/2	0/2	0/0	3/1	2/8	0/1	0/1	4/4	0/0
3	3/3	5/6	5/2	0/1	0/0	0/1	5/3	1/2	2/3	4/2	1/4

1/Summer/Winter symbolized by S/W

PRIORITY RANK FOR EACH OF THREE SAN FRANCISCO NEWSPAPERS OF SELECTED NEWS TOPICS

1870 - 1938
S U M M E R

XIII b

Newspaper	NEWS TOPICS										
	Amusement	Business	Crime	Disaster	Labor	Military	Political	Personalities	Sociological	Sports	Transportation
1870[a]											
Bulletin	10	2	3	6	-	1	4	6	9	8	5
Chronicle	6	4	3	8	6	2	1	11	5	8	8
Examiner	9	2	3	-	4	6	1	5	8	10	7
1880											
Bulletin	10	1	4	6	11	9	2	5	7	8	3
Chronicle	10	1	6	2	-	9	4	8	7	3	5
Examiner	7	4	2	10	8	5	3	1	-	9	5
1890											
Bulletin	7	2	1	5	-	8	3	10	6	9	4
Chronicle	11	1	3	2	10	8	5	9	6	7	4
Examiner	11	3	1	5	9	7	6	10	4	2	8
1900											
Bulletin	10	4	7	6	11	2	5	9	1	3	8
Chronicle	-	2	5	9	-	1	7	8	3	6	4
Examiner	-	4	5	8	9	2	6	10	1	3	7
1910											
Bulletin	10	2	3	8	9	11	3	7	3	1	6
Chronicle	11	3	4	8	10	9	2	5	7	1	6
Examiner	9	3	2	6	11	10	6	5	4	1	6
1920											
Bulletin	8	2	5	10	11	4	3	9	6	1	7
Chronicle	9	2	7	11	10	4	1	6	7	3	5
Examiner	8	2	5	11	10	6	3	7	9	1	4
1930											
Bulletin	3	1	7	7	9	10	5	4	11	2	6
Chronicle	4	1	6	8	-	9	7	3	10	2	5
Examiner	3	1	6	10	11	9	8	5	7	2	4
1938											
Bulletin	3	2	4	8	5	10	7	6	11	1	9
Chronicle	2	3	9	11	7	8	6	4	10	1	5
Examiner	2	3	6	11	7	9	8	4	10	1	5

a) Examiner for the year 1874

PRIORITY RANK FOR EACH OF THREE SAN FRANCISCO NEWSPAPERS OF SELECTED NEWS TOPICS

XIII c

WINTER
1870 - 1938

Newspapers	NEWS TOPICS										
	Amusement	Business	Crime	Disaster	Labor	Military	Political	Personalities	Sociological	Sports	Transportation
1870[a]											
Bulletin	5	1	4	6	9	3	2	-	8	10	7
Chronicle	1	5	9	7	10	4	2	3	6	11	7
Examiner	-	4	2	5	-	5	1	9	7	8	3
1880											
Bulletin	10	3	1	8	9	7	2	5	4	-	6
Chronicle	10	3	4	7	-	8	1	2	5	8	6
Examiner	8	2	4	8	11	6	1	7	3	10	5
1890											
Bulletin	10	1	4	8	8	5	2	7	6	11	3
Chronicle	-	3	1	6	9	5	2	8	7	9	4
Examiner	11	4	1	3	9	8	2	10	5	7	5
1900											
Bulletin	10	2	3	9	-	4	7	6	5	1	8
Chronicle	10	7	1	5	-	2	9	6	3	3	8
Examiner	11	3	1	9	10	7	4	8	2	5	6
1910											
Bulletin	9	1	5	6	8	9	7	4	3	2	10
Chronicle	-	1	5	8	10	9	6	7	4	3	2
Examiner	-	1	5	9	-	8	6	7	4	2	3
1920											
Bulletin	3	2	5	9	10	6	3	11	8	1	7
Chronicle	7	1	2	10	11	9	3	8	6	4	5
Examiner	9	1	3	8	11	9	2	7	5	4	6
1930											
Bulletin	2	5	6	11	8	10	4	3	7	1	9
Chronicle	3	1	4	11	9	9	8	6	7	2	5
Examiner	3	1	5	-	9	10	7	6	8	2	4
1938											
Bulletin	6	3	5	8	10	11	2	7	4	1	9
Chronicle	9	2	6	10	6	-	3	5	4	1	8
Examiner	2	3	5	7	8	6	10	4	11	1	9

a) Examiner for the year 1874

PERCENTAGE DISTRIBUTION OF TOTAL OF NEWS SPACE IN THREE SAN FRANCISCO NEWSPAPERS ACCORDING TO A CLASSIFICATION OF NEWS TOPICS

XIV a

S U M M E R
1870 - 1938

NEWS-PAPER	NEWS TOPICS											
	Amusements	Business	Crime	Disaster	Labor	Military	Political	Personalities	Sociological	Sports	Transportation	All Other
1870[a]												
Bul.	.6	16.4	11.3	2.4		22.4	10.2	2.4	1.5	2.1	8.3	22.4
Chr.	3.1	7.8	11.7	2.4	3.1	21.1	25.7	2.0	7.0	2.4	2.4	11.3
Exa.	1.6	10.1	8.5		7.1	3.6	27.9	4.1	2.5	1.4	3.3	29.9
1880												
Bul.	.7	17.1	6.6	5.1	.5	2.1	15.7	6.3	4.7	2.6	7.9	30.7
Chr.	.6	17.6	5.7	14.1		1.2	12.2	4.2	4.8	12.6	9.0	18.0
Exa.	3.3	8.9	14.0	.8	1.6	3.8	13.0	15.1		1.3	3.8	34.4
1890												
Bul.	2.3	14.3	16.9	4.9		2.1	12.7	.9	4.4	1.3	7.2	33.0
Chr.	3.1	17.9	10.6	11.5	3.5	4.0	8.9	3.7	5.7	4.3	9.7	17.1
Exa.	.4	10.1	16.1	7.7	4.3	6.0	6.5	2.3	8.3	11.7	5.9	20.4
1900												
Bul.	2.4	12.4	5.7	6.7	.7	13.7	7.3	3.9	13.8	12.9	5.5	15.0
Chr.		15.7	9.0	1.9		20.6	5.4	4.9	13.6	6.1	9.4	13.4
Exa.		11.2	6.5	1.9	.9	20.0	5.8	.3	23.1	11.7	4.2	14.4
1910												
Bul.	.7	17.3	9.1	2.2	1.3	.3	9.1	3.5	9.1	27.7	6.5	13.2
Chr.	.1	11.7	10.7	1.9	1.4	1.6	12.7	10.4	7.1	18.3	8.9	15.2
Exa.	1.6	14.0	16.3	4.1	1.0	1.5	4.1	5.7	6.8	31.3	4.1	9.5
1920												
Bul.	4.3	18.8	5.9	2.5	2.3	6.9	7.7	4.0	5.2	21.2	4.8	16.4
Chr.	3.0	16.6	4.1	1.6	1.9	8.2	23.8	5.8	4.1	11.3	6.1	13.5
Exa.	3.1	13.9	8.8	1.4	2.4	8.4	13.4	3.5	2.9	16.8	10.9	14.5
1930												
Bul.	12.9	20.8	4.2	4.2	1.9	.9	7.8	8.8	.3	13.9	5.9	18.4
Chr.	9.8	19.7	4.3	1.1		1.0	3.2	10.6	.1	16.9	7.8	25.5
Exa.	10.1	25.5	4.2	.4	.1	1.1	2.0	5.1	2.9	17.8	7.5	23.3
1938												
Bul.	8.1	23.8	5.8	4.1	5.6	2.2	4.9	5.2	1.3	27.2	3.9	7.9
Chr.	13.5	11.2	2.4	.6	3.4	3.1	4.3	9.4	2.2	22.5	4.5	22.9
Exa.	9.3	8.8	4.6	.4	3.6	1.7	2.8	7.2	.6	24.2	5.2	31.6

a) Examiner for the year 1874

PERCENTAGE DISTRIBUTION OF TOTAL OF NEWS SPACE IN THREE SAN FRANCISCO NEWSPAPERS ACCORDING TO A CLASSIFICATION OF NEWS TOPICS

XIV b

WINTER
1870 - 1938

NEWS-PAPER	NEWS TOPICS											
	Amusements	Business	Crime	Disaster	Labor	Military	Political	Personalities	Sociological	Sports	Transportation	All Other
1870[a]												
Bul.	3.8	26.4	8.2	3.3	.8	14.6	19.7		1.8	.5	2.5	18.4
Chr.	17.0	7.8	3.0	3.3	1.8	9.6	16.2	10.7	4.1	.7	3.3	22.5
Exa.		8.8	14.8	6.4		6.4	29.5	.9	3.7	2.8	9.7	17.0
1880												
Bul.	.2	9.6	21.8	1.8	.6	2.0	12.9	7.2	7.6		5.1	31.2
Chr.	.3	14.0	12.1	1.0		.8	24.5	16.0	9.2	.8	6.7	13.7
Exa.	1.6	12.4	10.4	1.6	.4	4.2	24.8	3.3	11.1	.7	6.0	23.5
1890												
Bul.	.6	14.9	5.6	1.0	1.0	4.4	13.0	2.7	4.2	.4	7.3	44.9
Chr.		12.5	21.4	6.1	1.5	7.5	14.6	2.0	5.1	1.5	7.8	20.0
Exa.	.4	9.9	24.1	10.4	2.9	5.1	13.0	2.7	6.4	5.7	6.4	13.0
1900												
Bul.	2.3	10.8	9.7	3.7		9.1	6.7	6.8	7.9	13.6	6.1	23.3
Chr.	1.2	6.0	19.6	8.3		13.0	1.6	6.3	8.8	8.8	4.5	21.9
Exa.	.2	16.8	21.1	1.4	.4	4.0	12.8	3.5	17.4	8.1	6.0	8.3
1910												
Bul.	1.5	21.3	7.0	6.1	4.0	1.5	4.3	9.6	9.8	21.0	.5	13.4
Chr.		14.1	9.6	2.3	.8	2.2	7.3	7.2	10.1	11.6	12.0	22.8
Exa.		13.9	9.0	.3		4.9	8.6	8.1	10.0	13.8	11.7	19.7
1920												
Bul.	10.5	11.1	7.6	3.2	3.1	7.3	10.5	2.2	3.8	18.3	4.5	17.9
Chr.	6.3	19.1	14.3	1.6	.6	3.4	13.3	5.4	7.0	10.3	8.9	9.8
Exa.	2.4	16.4	15.2	3.2	1.0	2.4	15.5	4.5	6.8	15.1	6.7	10.8
1930												
Bul.	15.4	6.8	6.6	.2	2.5	.8	8.5	8.6	2.8	16.2	1.1	30.5
Chr.	11.8	24.6	8.5	.1	.4	.4	1.9	5.5	3.3	16.5	5.8	21.2
Exa.	13.7	25.8	6.9		.4	.2	3.8	4.9	2.3	14.3	9.4	18.3
1938												
Bul.	7.3	11.8	7.5	4.8	1.8	1.3	12.8	6.4	8.3	17.7	2.6	17.7
Chr.	1.9	18.6	5.2	.5	5.2		13.5	9.4	9.9	20.3	3.8	11.7
Exa.	12.8	12.0	5.2	2.8	2.7	4.1	1.8	5.6	.4	19.4	2.6	30.6

a) Examiner for the year 1874

PRIORITY RANK OF FIRST THREE OF SELECTED NEWS TOPICS FOR THREE SAN FRANCISCO NEWSPAPERS

XIV c

S U M M E R
1870 - 1938

Year	Bulletin	Chronicle	Examiner
1870[a)]	Military Business Crime	Political Military Crime	Political Business Crime
1880	Business Political Transportation	Business Disaster Sports	Personalities Crime Political
1890	Crime Business Political	Business Disaster Crime	Crime Sports Business
1900	Sociological Military Sports	Military Business Sociological	Sociological Military Sports
1910	Sports Business Crime*	Sports Political Business	Sports Crime Business
1920	Sports Business Political	Political Business Sports	Sports Business Political
1930	Business Sports Amusements	Business Sports Personalities	Business Sports Amusements
1938	Sports Business Amusements	Sports Amusements Business	Sports Amusements Business

a) Examiner for the year 1874

* Political, Sociological also tied for third place

PRIORITY RANK OF FIRST THREE OF SELECTED NEWS TOPICS FOR THREE SAN FRANCISCO NEWSPAPERS

W I N T E R

XIV d 1870 - 1938

Year	Bulletin	Chronicle	Examiner
1870[a]	Business Political Military	Amusements Political Personalities	Political Crime Transportation
1880	Crime Political Business	Political Personalities Business	Political Business Sociological
1890	Business Political Transportation	Crime Political Business	Crime Political Disaster
1900	Sports Business Crime	Crime Military Sociological*	Crime Sociological Business
1910	Business Sports Sociological	Business Transportation Sports	Business Sports Transportation
1920	Sports Business Amusements	Business Crime Political	Business Political Crime
1930	Sports Amusements Personalities	Business Sports Amusements	Business Sports Amusements
1938	Sports Political Business	Sports Business Political	Sports Amusements Business

a) Examiner for the year 1874

* Sports also tied for third place.

B. NEWS SPACE: CLASSIFICATION OF ITEMS (Cont'd)

Summary

Business and Sports occupy first priority rank most frequently; Politics and Business occupy second priority rank most frequently; Business and Politics occupy third priority rank most frequently. These three news topics in the order of highest space occupancy have primarily determined the pattern of the 3 San Francisco newspapers measured, since 1870.

Other analyses certainly can be made; e.g. as to when Sports becomes a subject of primary-space ranking. These analyses are left for students who can assemble comparable data and develop a larger sample for local issues and from other cities. Here it is to be noted as a significant fact that 3 of the leading San Francisco newspapers with the longest continuous history appear to have similar news patterns, quantitatively, according to the space given to the items reported. The qualitative differences are not here considered since such factors as editorial policy, ownership and politics, among others, help to determine the style and social philosophy behind the treatment of the news. Again, no attempt is made in this monograph to deal with various possible analyses using the detailed data in the tables, since our sample is questionable. These statistics are presented for use and in order to record the measurements derived from a WPA project. Please refer again to our comments on methodology in the introduction.

C. FIELDS OF ADVERTISEMENTS

Measurements of advertising indicate very definite patterns as determined by the amount of space bought by fields of advertising (Tables XVI-XVII).

The most frequent field of advertising appearing in the first three largest space fields is Merchandise for all three papers, and it generally occupies more space than any other topic. Merchandise was 16 times in first priority; 5 times in second priority; and once in third priority, of a total of 24. This could be anticipated. However, Announcements was first for the papers recorded five times, and Real Estate 3 times. Real Estate was 7 times in second priority and Announcements 3 times.

Health Aids advertisements were also in second priority space ranking 3 times, and 6 times in third priority space ranking. Transportation was only once in second priority space ranking and 2 times in third. Financial advertisements were 5 times in second priority and twice in third priority. Neither Amusements nor Employment was recorded as occupying sufficient advertising space to appear in first, second, or third priority rank.

ADVERTISING PATTERNS

The Examiner advertising pattern has been primarily determined by Merchandise, Real Estate, Finance, and Amusements advertisements.

The Chronicle advertising pattern has been determined by Merchandise, Real Estate, Amusements, and Health Aids.

The Bulletin advertising pattern has been determined by Merchandise, Health Aids, and Financial advertisements.

At the end of Part I there is presented in Table X the proportion of the total space in 3 San Francisco newspapers used for advertisements. The present section presents data on locale and priorities of ads by types.

Local and other-than-local advertisers. More than 75% of all advertising appears to have been for local advertisers for all papers measured. The San Francisco Chronicle appears to have published "other-than local" advertising in greater quantities than the Examiner and Bulletin. The Chronicle has had up to 32.4 (1900) and 31.7 (1930) of its total advertising through agencies. For "other-than-local" advertising the Examiner's recorded high was 28.2 (1900) and the Bulletin's 39.0 (1930) for local advertising. The high for local advertising was 94.1 (1920) and 96.9 (1870) in the Examiner, while in the Bulletin it was 99.6 (1870) and 92.6 (1920). However, the Chronicle highs for local advertising were (Table XV) 99.9 (1870) and 94.3 (1920). These variations indicate a sporadic "other-than-local" advertising trend.

CLASSIFICATION OF ADVERTISING IN THREE SAN FRANCISCO NEWSPAPERS ACCORDING TO LOCAL AND OTHER THAN LOCAL ADVERTISERS

XV 1870 - 1938

Year	Bulletin		Chronicle		Examiner	
	Local	All Other[b]	Local	All Other[b]	Local	All Other[b]
1870[a]	99.6	.4	99.9	.1	96.9	3.1
1880	78.3	21.7	87.9	12.1	82.9	17.1
1890	76.0	24.0	80.3	19.7	80.8	19.2
1900	79.3	20.7	67.6	32.4	71.8	28.2
1910	87.4	12.6	75.6	24.4	92.1	7.9
1920	92.6	7.4	94.3	5.7	94.1	5.9
1930	61.0	39.0	68.3	31.7	75.3	24.7
1938	91.6	8.4	75.3	24.7	74.8	25.2

a) Examiner for the year 1874

b) All other includes State, Nat'l, Int'nat'l.

PRIORITY RANK FOR EACH OF THREE SAN FRANCISCO NEWSPAPERS OF SELECTED FIELDS OF ADVERTISING

XVI 1870 - 1938

	ADVERTISING TOPICS							
Newspaper	Amusements	Announcements	Employment	Financial	Health Aids	Merchandise	Real Estate	Transportation
1870[a]								
Bulletin	8	2	7	5	4	1	3	6
Chronicle	6	2	8	4	7	1	3	5
Examiner	4	1	8	3	6	5	7	2
1880								
Bulletin	7	4	8	6	2	1	5	3
Chronicle	6	4	7	8	3	1	2	5
Examiner	7	1	6	8	5	4	2	3
1890								
Bulletin	6	2	8	5	3	1	4	7
Chronicle	8	3	6	7	4	2	1	5
Examiner	8	3	7	5	4	2	1	6
1900								
Bulletin	7	1	8	6	3	2	4	5
Chronicle	8	6	7	5	3	1	2	4
Examiner	7	6	4	7	3	2	1	5
1910								
Bulletin	4	4	8	2	3	1	6	7
Chronicle	3	1	7	6	8	2	4	5
Examiner	8	4	5	2	7	1	3	6
1920								
Bulletin	4	7	6	3	2	1	5	8
Chronicle	5	6	3	4	8	1	2	7
Examiner	6	8	3	4	5	1	2	7
1930								
Bulletin	3	5	8	2	6	1	7	4
Chronicle	4	1	7	2	8	3	5	6
Examiner	3	6	7	2	8	1	4	5
1938								
Bulletin	3	6	8	5	2	1	4	7
Chronicle	3	4	7	6	8	1	2	5
Examiner	3	5	4	6	8	1	2	7

a) Examiner for the year 1874

PERCENT DISTRIBUTION OF ADVERTISING SPACE
BY FIELDS IN THREE SAN FRANCISCO NEWSPAPERS

XVII 1870 - 1938

Newspaper	ADVERTISING FIELDS								
	Amusements	Announcements	Employment	Financial	Health Aids	Merchandise	Real Estate	Transportation	All Other
1870[a]									
Bulletin	3.6	18.8	4.7	8.7	9.8	22.5	15.4	8.2	8.3
Chronicle	5.6	15.4	2.2	13.0	4.1	27.2	14.3	6.4	11.8
Examiner	1.0	41.5	.1	4.4	.7	.9	.6	5.0	45.8
1880									
Bulletin	3.3	10.4	1.8	3.9	17.3	29.8	6.5	10.7	16.3
Chronicle	5.6	7.3	4.8	4.4	8.3	40.6	10.6	6.8	11.6
Examiner	4.9	26.7	5.3	4.0	8.5	10.8	13.6	11.5	14.7
1890									
Bulletin	7.2	14.4	1.7	8.3	10.8	28.7	9.8	7.1	12.0
Chronicle	2.7	16.0	5.9	3.0	9.7	20.1	24.6	6.5	11.5
Examiner	4.4	15.6	5.2	6.0	8.4	19.9	24.3	5.7	10.5
1900									
Bulletin	3.8	29.0	3.5	5.2	10.0	21.7	9.0	8.2	9.6
Chronicle	3.2	5.2	4.9	6.9	14.3	28.5	19.6	9.3	8.1
Examiner	3.1	6.4	11.2	3.1	11.4	22.5	26.7	7.3	8.3
1910									
Bulletin	4.6	4.6	.7	6.0	5.6	63.9	4.1	3.7	6.8
Chronicle	10.5	33.7	6.2	6.6	3.0	20.9	7.0	6.9	5.2
Examiner	1.4	8.1	7.9	14.0	5.6	35.0	12.6	6.1	9.3
1920									
Bulletin	4.0	1.6	1.9	8.4	12.6	64.7	2.0	.6	4.2
Chronicle	6.1	5.3	11.6	7.9	2.4	40.5	14.7	4.1	7.4
Examiner	4.0	3.2	9.8	6.2	4.5	43.2	16.4	3.7	9.0
1930									
Bulletin	13.7	4.2	2.1	14.3	3.4	44.9	3.2	6.0	8.2
Chronicle	10.3	20.6	3.3	20.5	1.6	20.3	9.3	3.8	10.3
Examiner	13.4	7.3	4.0	17.0	2.0	24.5	10.5	8.8	12.5
1938									
Bulletin	4.2	2.7	.2	3.2	5.4	64.3	3.4	2.5	14.1
Chronicle	8.5	7.3	3.0	3.5	1.0	51.6	9.8	5.3	10.0
Examiner	7.2	5.6	6.2	4.3	.8	40.2	9.9	2.3	23.5

a) Examiner for the year 1874

D. THE FRONT PAGE

What determines the make-up of the front page in terms of the space given to various news topics over a period of years is an intriguing subject to discuss in general terms, but in this section some quantitative aspects alone are set forth. Of the 11 major news topics the two which were not considered of sufficient significance to be handled on the front page over the period studied for the papers measured were Amusements and Labor. The last-named subject had not been considered newsworthy until about the inauguration of President Franklin D. Roosevelt. Sports, however, has occupied the front page, and in at least one issue (Examiner, 1910,) was given the largest amount of space.

FRONT PAGE LOCALE

The proportion of the front page given to local and State news items (Table XVIII) as compared to the space given to national and international is roughly as follows: The San Francisco Bulletin has given each group about 50% space. The Chronicle's ratio is 3 to 7; the Examiner's ratio is about 4 to 6; national and international often occupy the entire front page. The above is presented as preliminary generalizations since the samples measured cannot be considered adequate for the front page.

FRONT PAGE

LOCAL-STATE AND NAT'L-INTERNAT'L PERCENTAGE DISTRIBUTION
OF NEWS TO SPACE IN THREE SAN FRANCISCO NEWSPAPERS

S U M M E R
XVIII 1870 - 1938

Period	BULLETIN		CHRONICLE		EXAMINER	
	Local and State	National and International	Local and State	National and International	Local and State	National and International
1870[a]	52.7	47.3	5.6	94.4	28.0	72.0
1880	41.3	58.7	100.	-	100.	-
1890	62.3	37.7	-	100.	-	100.
1900	62.3	37.7	-	100.	-	100.
1910	29.4	70.6	20.6	79.4	61.9	38.1
1920	37.5	62.5	6.9	93.1	47.9	52.1
1930	53.8	46.2	50.0	50.0	6.9	93.1
1938	59.2	40.8	47.6	52.4	51.0	49.0

a) Examiner for the year 1874

FRONT PAGE NEWS ITEMS SPACE OCCUPANCY

Political, Military, and Crime are the three topics occupying more space most frequently on the front page. It should again be noted that the topic Labor does not appear of sufficient significance to be used for major front-page space until after NRA. As minor news items, Labor appears frequently. Supplementing the priority-rank chart there will be found (Tables XIX a and b) a percent distribution by topics of front-page news space for the issues measured.

In two other tables (XX a and b) the percent distribution of front-page space used for each topic is presented for further analysis.

PRIORITY RANK FOR EACH OF THREE SAN FRANCISCO NEWSPAPERS
OF SELECTED NEWS TOPICS APPEARING ON FRONT PAGE

XIX a

SUMMER
1870 - 1938

Newspapers	NEWS TOPICS										
	Amusements	Business	Crime	Disaster	Labor	Military	Political	Personalities	Sociological	Sports	Transportation
1870[a]											
Bulletin	-	3	6	-	-	1	4	5	7	8	2
Chronicle	4	-	1	4	-	-	-	3	-	2	-
Examiner	-	-	2	-	-	-	1	3	-	-	-
1880											
Bulletin	2	-	6	5	-	2	1	-	4	-	-
Chronicle	3	2	1	4	-	-	-	-	-	-	-
Examiner	2	3	4	7	-	6	1	5	-	-	-
1890											
Bulletin	5	5	2	7	9	-	1	3	10	7	3
Chronicle	-	2	3	-	-	6	1	4	7	4	8
Examiner	-	6	1	7	-	4	5	2	8	3	-
1900											
Bulletin	-	-	-	3	-	1	-	-	-	-	2
Chronicle	-	-	-	-	-	1	-	-	-	-	-
Examiner	-	-	-	-	-	1	-	-	-	-	-
1910											
Bulletin	-	4	3	1	-	-	1	5	-	-	-
Chronicle	-	2	4	7	6	5	1	3	-	-	-
Examiner	-	6	2	5	-	-	1	3	-	-	4
1920											
Bulletin	-	4	1	-	-	2	-	3	-	-	-
Chronicle	-	3	2	-	3	6	1	7	-	5	-
Examiner	-	6	3	8	5	1	4	7	-	2	-
1930											
Bulletin	-	3	1	6	-	-	4	2	-	4	-
Chronicle	-	-	-	3	-	-	2	1	-	-	-
Examiner	-	-	-	3	-	-	1	2	-	-	-
1938											
Bulletin	-	8	2	7	1	4	5	6	-	3	-
Chronicle	5	-	3	2	4	-	1	-	-	6	-
Examiner	-	4	2	5	3	6	1	7	-	-	-

a) Examiner for the year 1874

PRIORITY RANK FOR EACH OF THREE SAN FRANCISCO NEWSPAPERS
OF SELECTED NEWS TOPICS APPEARING ON FRONT PAGE

XIX b

WINTER
1870 - 1938

Newspapers	NEWS TOPICS										
	Amusements	Business	Crime	Disaster	Labor	Military	Political	Personalities	Sociological	Sports	Transportation
1870[a]											
Bulletin	7	5	6	-	-	2	4	-	3	-	1
Chronicle	-	3	4	7	7	7	1	4	2	-	4
Examiner	-	5	3	7	-	2	1	3	-	-	5
1880											
Bulletin	7	8	3	5	-	-	2	4	1	-	6
Chronicle	-	-	2	-	-	-	-	1	-	-	-
Examiner	-	2	4	-	-	-	1	-	2	-	5
1890											
Bulletin	-	2	3	-	5	-	1	-	4	5	7
Chronicle	-	2	3	4	-	1	5	6	-	-	-
Examiner	-	9	7	4	-	2	1	8	4	3	6
1900											
Bulletin	-	6	-	4	-	3	2	1	5	-	-
Chronicle	-	3	5	4	-	1	7	2	-	-	6
Examiner	-	4	2	4	-	-	1	3	-	-	-
1910											
Bulletin	2	9	1	3	-	5	7	4	8	5	-
Chronicle	-	6	1	5	-	4	3	2	-	-	-
Examiner	4	-	2	-	-	-	5	3	-	1	6
1920											
Bulletin	-	2	1	-	-	-	6	3	5	4	-
Chronicle	-	-	1	4	-	-	2	3	-	-	-
Examiner	-	-	1	-	-	3	2	5	4	-	6
1930											
Bulletin	-	4	1	3	-	-	-	2	-	-	-
Chronicle	-	2	1	6	4	-	4	3	-	-	-
Examiner	5	4	2	3	-	-	-	1	5	-	-
1938											
Bulletin	-	7	1	2	-	3	4	5	-	6	-
Chronicle	-	5	-	-	6	-	1	2	3	-	4
Examiner	-	-	3	4	-	2	1	5	-	-	-

a) Examiner for the year 1874

PERCENTAGE DISTRIBUTION OF TOPICS OF FRONT PAGE NEWS SPACE IN THREE SAN FRANCISCO NEWSPAPERS

XX a

S U M M E R
1870 - 1938

Year	NEWS TOPICS											
	Amusements	Business	Crime	Disaster	Labor	Military	Political	Personalities	Sociological	Sports	Transportation	All Other
1870[a]												
Bul.	-	15.2	3.0	-	-	21.3	6.7	3.3	1.4	.8	19.4	28.9
Chr.	1.3	-	23.2	1.3	-	-	-	15.4	-	19.3	-	39.5
Exa.	-	-	14.6	-	-	-	42.7	9.4	-	-	-	33.3
1880												
Bul.	8.8	-	1.8	3.0	-	8.8	62.5	-	7.3	-	-	7.8
Chr.	5.0	12.1	23.6	4.0	-	-	-	-	-	-	-	55.3
Exa.	18.8	9.8	8.0	2.9	-	5.8	27.2	7.2	-	-	-	20.3
1890												
Bul.	3.8	3.8	17.0	2.8	1.9	-	22.7	8.0	.9	2.8	8.0	28.3
Chr.	-	20.5	12.7	-	-	6.7	27.3	9.7	5.6	9.7	2.6	5.2
Exa.	-	9.2	28.4	6.8	-	12.3	11.1	16.7	2.0	13.5	-	-
1900												
Bul.	-	-	-	12.8	-	38.9	-	-	-	-	22.7	25.6
Chr.	-	-	-	-	-	100.	-	-	-	-	-	-
Exa.	-	-	-	-	-	100.	-	-	-	-	-	-
1910												
Bul.	-	12.0	18.0	32.0	-	-	32.0	6.0	-	-	-	-
Chr.	-	19.5	11.8	4.6	5.0	9.1	21.4	13.2	-	-	-	15.4
Exa.	-	2.1	18.1	4.7	-	-	24.5	16.5	-	-	10.3	23.8
1920												
Bul.	-	11.9	52.3	-	-	21.2	-	14.6	-	-	-	-
Chr.	-	16.7	18.4	-	16.7	4.5	28.1	3.9	-	11.7	-	-
Exa.	-	7.2	15.8	1.3	12.6	30.2	14.0	1.8	-	17.1	-	-
1930												
Bul.	-	13.5	27.6	2.6	-	-	8.3	16.0	-	8.3	-	23.7
Chr.	-	-	-	16.3	-	-	21.2	37.1	-	-	-	25.4
Exa.	-	-	-	2.8	-	-	45.3	31.3	-	-	-	20.6
1938												
Bul.	-	2.5	20.4	4.0	24.9	12.1	6.7	6.5	-	13.9	-	9.0
Chr.	2.4	-	4.5	7.8	3.6	-	77.1	-	-	1.3	-	3.3
Exa.	-	6.0	18.3	4.2	12.0	3.5	53.2	2.8	-	-	-	-

a) Examiner for the year 1874

DISTRIBUTION OF FRONT PAGE NEWS IN THREE SAN FRANCISCO NEWSPAPERS ACCORDING TO NEWS FIELDS

W I N T E R
1870 - 1938

XX b

NEWS-PAPER	NEWS TOPICS											
	Amusements	Business	Crime	Disaster	Labor	Military	Political	Personalities	Sociological	Sports	Transportation	All Other
1870[a]												
Bul.	1.0	6.7	3.9	-	-	16.3	8.7	-	9.6	-	22.1	31.7
Chr.	-	10.8	5.4	2.7	2.7	2.7	43.3	5.4	16.2	-	5.4	5.4
Exa.	-	2.6	6.6	1.3	-	18.4	36.9	6.6	-	-	2.6	25.0
1880												
Bul.	2.1	1.0	16.6	5.2	-	-	18.8	6.2	21.9	-	4.2	24.0
Chr.	-	-	8.1	-	-	-	-	48.4	-	-	-	43.5
Exa.	-	11.2	5.6	-	-	-	56.2	-	11.2	-	2.3	13.5
1890												
Bul.	-	10.3	5.1	-	2.6	-	37.2	-	3.7	2.6	1.3	37.2
Chr.	-	16.6	13.5	12.0	-	30.8	11.3	2.3	-	-	-	13.5
Exa.	-	.8	5.6	9.5	-	22.2	23.8	1.6	9.5	16.7	7.1	3.2
1900												
Bul.	-	3.8	-	10.8	-	17.7	18.5	25.4	9.2	-	-	14.6
Chr.	-	13.5	8.3	11.3	-	35.3	1.5	19.5	-	-	3.8	6.8
Exa.	-	3.0	24.1	3.0	-	-	54.1	11.3	-	-	-	4.5
1910												
Bul.	15.6	1.6	39.8	13.3	-	5.5	4.7	6.2	3.1	5.5	-	4.7
Chr.	-	3.7	36.3	5.2	-	11.9	17.0	18.5	-	-	-	7.4
Exa.	15.1	-	22.2	-	-	-	10.3	16.7	-	29.4	3.9	2.4
1920												
Bul.	-	16.8	63.3	-	-	-	2.3	9.9	3.1	4.6	-	-
Chr.	-	-	43.5	1.4	-	-	24.8	10.3	-	-	-	20.0
Exa.	-	-	36.1	-	-	9.0	29.2	1.4	8.3	-	.7	15.3
1930												
Bul.	-	3.5	45.1	4.9	-	-	-	33.8	-	-	-	12.7
Chr.	-	15.7	51.4	1.4	4.1	-	4.1	13.0	-	-	-	10.3
Exa.	2.0	2.7	15.0	4.1	-	-	-	17.7	2.0	-	-	56.5
1938												
Bul.	-	6.2	29.0	22.1	-	12.4	11.7	9.6	-	9.0	-	-
Chr.	-	6.8	-	-	1.4	-	40.1	26.5	11.6	-	8.2	5.4
Exa.	-	-	15.2	13.9	-	23.2	39.1	1.3	-	-	-	7.3

a) Examiner for the year 1874

FRONT PAGE ADVERTISING SPACE

Generally, since 1880, the amount of space given to advertisements on the front page has been less than 10% in the Chronicle and in the Examiner, but about half the front-page space of the Bulletin was given to advertisements into the 1890s (Tables XXI a and XXI b). Thereafter advertisements were relegated to other than front-page space and the journals appeared to be primarily news mediums rather than advertising mediums. However, as noted at the end of Part I, the amount of space in advertisements still is a high proportion despite attempts to establish such advertising mediums as "The San Francisco Shopping News." It should be added that most newspapers would be unable to continue in business if they published no ads and from the point of view of the advertiser, the newspaper is one of the most satisfactory mediums of promoting sales.

PROPORTION OF FRONT PAGE SPACE USED FOR NEWS AND ADVERTISING IN THREE SAN FRANCISCO NEWSPAPERS

S U M M E R

XXI a 1870 - 1938

Year	Bulletin		Chronicle		Examiner	
	News	Ads	News	Ads	News	Ads
	%	%	%	%	%	%
1870[a)]	48	52	23	77	45	55
1880	47	53	12	88	37	63
1890	45	55	98	2	100	--
1900	100	--	97	3	100	--
1910	97	3	97	3	100	--
1920	100	--	88	12	93	7
1930	84	16	93	7	100	--
1938	96	4	91	9	100	--

a) Examiner for the year 1874

W I N T E R

XXI b 1870 - 1938

Year	Bulletin		Chronicle		Examiner	
	News	Ads	News	Ads	News	Ads
	%	%	%	%	%	%
1870[a)]	55	45	22	78	37	63
1880	40	60	30	70	45	55
1890	33	67	98	2	96	4
1900	100	--	98	2	98	2
1910	100	--	98	2	100	--
1920	98	2	92	8	100	--
1930	100	--	94	6	97	3
1938	100	--	93	7	98	2

a) Examiner for the year 1874

PART III

CIRCULATION TRENDS IN RELATION TO POPULATION GROWTH

LIST OF CHARTS

PART III

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Chart 1	Population-Circulation Trends Composite of All Newspapers: Geometric Scale	62
Chart 2	Population-Circulation Trends for Two San Francisco Newspapers: Geometric Scale	63
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Population figures used in the accompanying charts are those supplied by the census of the United States Government from 1870 to 1930 for each census year. Estimates for 1936 and 1938 are from the San Francisco Department of Health. Circulation figures are from publishers' estimates and sworn statements, G. P. Rowell's American Newspaper Directory and the Audit Bureau of Circulation.

CIRCULATION TRENDS IN RELATION TO POPULATION GROWTH

CIRCULATION MADE TO ORDER

Foreword

Boast and bluff have always gone hand in hand with the homely tasks of conquering the wastes and fashioning the frontier. For more than fifty years San Francisco journalism kept harmoniously in tune with the imaginary infinite - ballyhooing the immensity of its circulation. Progressively, facts became feebler in coping with the extravagant onslaughts of unbridled competition. Rhetoric and arithmetic were the only weapons available to save the day; and both of these were always at the tongue-and-finger tips of every boss in the realm of San Francisco journalism.

It will be obvious, therefore, that the population-circulation charts appearing in this monograph do not record basic factual information, especially in the early periods. But they do record estimated circulation trends and periodic changes; and they supply comparative circulation data for the 52-year period prior to 1922. The errors recorded are applicable to the newspapers according to their

individual circulation records. By using the total of the circulation figures of the five papers for the entire period, trends can be depicted. Similar conditions would doubtless exist in the case of any large city's history of journalism during its early years of growth and change. However, San Francisco has the enviable reputation of doing it "better and bigger."

Circulation Estimates

Before George P. Rowell, enterprising young advertising agent from Boston, began his "gold mark" affidavit system in his American Newspaper Directory in 1869, circulation statements from newspaper publishers were most unreliable. A claim of 50,000 might mean 10,000 actual circulation. The average publisher felt that he must make bold assertions in his circulation estimate in order to impress his competitors and it was left to Rowell to consider a study of circulation claims with population and arrive at a conclusion as to probable estimates. Thus was established the American Newspaper Directory. With his effort was initiated the first attack on bolstered circulation statements. Until the establishment of the Audit Bureau of Circulation (A. B. C.)in 1914 few papers would submit to an audit of their circulation, for it meant that rival publications might well compare audited claims. San Francisco newspapers agreed to the A. B. C. audit in 1922.

Rowell's enterprise brought much criticism from near and far, but nothing compared to the thunder of denunciation that came from newspapers which found their circulation rating, as published in the directory, much lower than their own estimates.

The Alta California, oldest paper in San Francisco, outgrowth of the California Star and Californian, made many claims as to circulation, although never prior to its closing in August, 1891, did it have a circulation estimate of over 17,500 daily. It did however occupy a leading position for several decades as a sane and conservative paper and enjoyed a monopoly of the city's shipping and auction advertising. In 1891 when it passed into the hands of John G. Fair, a circulation claim of 17,000 declined to such an extent that the Alta was forced to curtail publication. It continued publication for a time thereafter in order to retain its Associated Press franchise until it could be profitably disposed of.

In 1877 the Morning Call declared itself to have the largest circulation of any newspaper in San Francisco although circulation estimates of the Chronicle for the same year show that competition was close. When the Call's rivals dared to dispute its claims, the Call issued the following statement to bolster its figures:

> The Morning Call has double the circulation of any other morning newspaper west of the Rocky Mountains, the number of copies printed each

> day are sworn to by the pressman and affidavit published at the head of its columns.[1]

Previous to its merger with the Call, the authenticity of circulation affidavits of the Evening Post was always questioned, for the reason, perhaps, that all of its size-of-circulation statements to the American Newspaper Directory were withheld by request of the publishers. For example, it claimed on one occasion that

> ...it circulates among all classes of people, its street sales by newsboys are enormous; mining men, brokers and the great mass of people who deal in stocks and mining securities are its constant readers; it reaches the great traveling public and interior merchants on the afternoon boats and trains with the latest news in advance of the morning papers. The Post is the only paper west of the Rocky mountains, that runs a Bullock Press.

According to an advertisement which appeared in the American Newspaper Directory (1873), the Bullock Press was -

> ...the fastest press in the world, feeds itself from rolls of paper, miles in length and prints both sides of the sheet in one operation, thus saving the whole cost of feeding by hand.

The mere possibility of printing papers faster and at a lower cost was illicitly assumed by the Post's circulation department as logically supporting the claimed circulation. Competitive contemporaries claimed the circulation estimates were highly inflated.

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[1] Morning Call, 1877

In 1896 the Call under the Claus Spreckels-C. M. Shortridge management began to show a marked increase in circulation. The publisher's estimate of 51,684 constitutes an increase of 26,684 above that reported ten years earlier, which was 25,000. The 1896 estimate was over 100% greater than the 1886 estimate.

Later the Call passed into the possession of John D. Spreckels, and as he took little or no interest in his paper other than that of its politics, being primarily concerned with his sugar investments,[1] it was generally assumed by the public that the control of the Call was secured for the chief purpose of protecting the Spreckels sugar refining interests.

The paper under its new management apparently retained its old reputation as a circulation inflater. In 1892 rival papers had demanded a public audit of its circulation statements. The American Newspaper Directory, which a few years before had made a standing reward of $100 to be paid to anyone who could prove that the circulation figures of any paper published in the directory were false was obliged to launch a careful investigation. The result was that Rowell, owner of the directory, was forced to pay the reward and black-list the Call, much to the satisfaction of its competitors.

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[1] See Cary McWilliams' Fortunes in the Field for a brief history of sugar in California.

In October, 1913, the Morning Call became the Evening Call. Of the three evening papers then being published, the Call could well claim first place in evening circulation. On December 8, 1913, the Evening Call purchased the Evening Post, with a daily circulation of 43,000, making the Call-Post combination 105,835 -- the largest daily in the evening field. The Call claimed it had purchased the Post, not for the goodwill or subscription lists,but mainly for its Associated Press membership.

New Blood New Policies

The sale of a paper on the auction block always is of interest. On this occasion it brought forth extravagant claims based, no doubt, on inflated rather than actual circulation possibilities. On January 4, 1895, the following account of the sale of the Morning Call and Evening Bulletin appeared in the San Francisco Daily Report:

E X T R A

The Sale Block

The Remains of
The "Call" Sold At
Auction Today

C. M. Shortridge
of San Jose The Buyer

The passing of the Morning Call and Evening Bulletin, was a melancholy spectacle and in a way the most impressive event of the kind the Coast has ever known. The publishers of these two newspapers never were in perfect accord, and although the ownership was the same there were always clashes and internecine strife. The Call looked one way and the Bulletin looked another, and what between the attempts of the papers to profitably please the people and the corporations and at one and the same time also maintain a reputation of sturdy independence, our two contemporaries made a sad mess of their affairs.

J. W. Simonton was the first owner to die, and in a short time his heirs raised a row, demanding an accounting and had to be pacified. The business affairs of the Call were grossly mismanaged, the paper was looted for a large amount $80,000 or $90,000 and more trouble ensued. Finally Loring Pickering died and his heirs interfered with the comfort of the sole surviving partner, George K. Fitch. A series of family rows led to a suit in Chancery for the sale of the two papers and such a sale was ordered by Judge McKenna of the United States Circuit Court.

An attempt to sell the papers privately failed and Mr. Heacock was instructed to hold a public vendue. At the attempted private sale $320,000 was bid for the Call by C. M. Shortridge of the San Jose Mercury, who was assumed to be a representative of the Spreckels. At 10:30 a.m. today, to the second, to the weird requeim of the southeasterly gale, Mr. Heacock took up an imposing document and read the decree of the court, ordering the sale, which in the vernacular of financial circles, were (sic) practically spot cash....After recess, bidding was resumed....the bids had reached $360,000, which was made by Shortridge....Heacock then asked if there was any one else who desired to bid, and receiving no reply he gave the customary third and last call and knocked it down to Shortridge....the 105th bid.

On January 9, five days after the sale of the Call, the Bulletin passed into the hands of R. A. Crothers for $35,500.

Under its new manager and owner it began to throw the conservatism maintained by its previous owner, Loring Pickering, to the four winds and developed an entirely new policy in news presentation and promotion of street sales. The Bulletin had long before made its mark in journalism and now as an aggressive and fearless paper began to turn the tide of many political affairs in the city and state. Under new management, the now oldest paper in California took on new life and paid-circulation began slowly but surely to grow.

In 1887 when the Examiner became the property of William R. Hearst, new life was injected into the moribund sheet and circulation figures listed at 10,000-plus in 1888 were announced as 50,000 daily by 1889. Previous to the change in ownership the Examiner had occupied an inconsequential place in the newspaper field. It was described in the American Newspaper Directory as

> A paper with a large circulation among families and old settlers of the Pacific slope. As it reaches classes who take no other papers, it is a most valuable medium to advertisers.

The Examiner was then the official mouthpiece of the Democratic Party.

In 1873 with a circulation of 2,500 it had been described by Rowell:

> This daily is the litigant and city and county official organ; daily and weekly enjoy a large circulation; the proprietor being an old Californian prominently identified with the history

of the territory and state.[1]

In 1896 the Examiner was credited by Rowell with "having the largest circulation accorded any paper published in the Forth and Fifth Congressional Districts of California," which at that time had a combined population of 376,359. Its circulation listed for that year was 78,930 daily and 77,032 weekly.

The Examiner "dared" any rival paper or skeptic to assail its circulation statements for the purpose of collecting the one-hundred-dollar reward offered by the American Newspaper Directory. The challenge appeared in Printers Ink, April 22, 1896. No evidence was found which shows the challenge was accepted.

Throughout the years, the Chronicle continued to show a steady growth in circulation, from 25,000 (estimate), in 1870, to a total net paid circulation of 42,954, in 1938. Its circulation claims also had soared in competitive "harmony" with the assertions of its rivals. In 1919 its estimated distribution was placed at 115,558.

"Publisher's estimates" for the News from 1904 to 1938 are probably less exaggerated than those of the other papers, and a reduction in claimed circulation of only 6,212 was necessitated by the A. B. C. audit in 1922.

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[1] American Newspaper Directory, 1873

The disasterous experience of the Daily Report in the field of circulation promotion is highly instructive. With a circulation of 25,000 in 1899, it was purchased by the Scripps-Blades Publishing Co., for a "handsome" price. The new management decided to under-cut the established price of a nickel and it was placed on the market at a "penny-a-piece." The use of penny pieces was not customary at the time and the public evidently felt that use of them was a nuisance. Newsboys found they were unable to dispose of their papers. Consequently the paper which depended on street sales went out of business in 1900. Before passing into Scripps-Blades hands as a successful enterprise, slogans of the Report had been -- "If You Don't Like the Report, You Don't Get the News"; "Tea Table of the Pacific Coast"; "We Are Building A Competing Railroad." It boasted that its "fight for a competing railroad (San Francisco, San Joaquin Railroad, competing with Southern Pacific Railroad) has made the paper rich, famous and influential."

Recent Circulation Trends

By 1916 San Francisco's newspaper circulation, in proportion to the city's population, appears to have achieved its zenith. Then business-office Utopia was just "around the corner." In that year the total circulation of the dailies was represented to be in excess of ninety per cent of the city's total population.

In 1922 calamity apparently befell all circulation departments. But only apparently, for it was based on doubtful estimates. The Audit Bureau of Circulation, the national organization sponsored by the advertisers who demanded to know the truth had finally gained entrance to San Francisco. And the first circulation audit by the A. B. C. revised all estimates downwards, and still the newspapers flourished.

Circulation estimates are now based on the average number of complete copies of all regular issues for a given period, exclusive of left-over, unsold, returned, sample, exchange and advertisers' copies. Since the establishment of the A. B. C. circulation figures show gain and loss. Before 1920 no publisher dared to present his competitors with the truth since all had announced "steady gains."

Despite an approximate increase of 100,000 in population the difference between 1930 and 1938 total circulation figures shows a net loss of 12,364, as follows: Call-Bulletin, 12,515 loss; Chronicle, 4,351 gain; Examiner, 8,677 loss; News, 4,477 gain. Circulation figures of the four papers follow:

	1930	1938
Call-Bulletin	89,165	76,650
Chronicle	38,603	42,954
Examiner	88,218	79,541
News	80,304	84,781

POPULATION-CIRCULATION CHARTS

POPULATION-CIRCULATION TRENDS COMPOSITE OF ALL NEWSPAPERS: GEOMETRIC SCALE

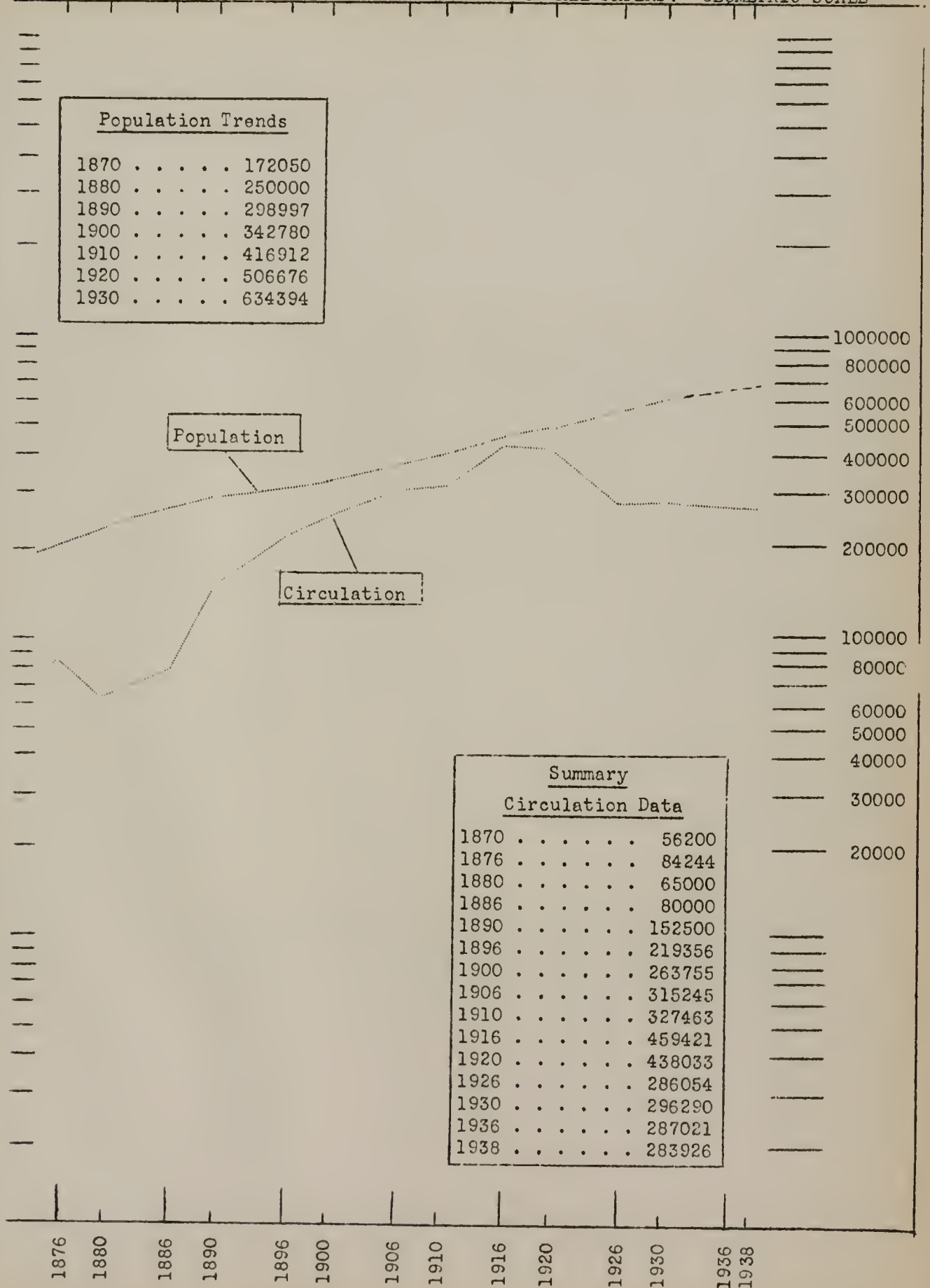
BASIC DATES CHART NO. 1

1.	Bulletin (B)	1870-1929	
		Call-Bulletin	1929-1938
2.	Morning Call (MC)	1870-1913	
		Evening Call-Post	1913-1929
3.	Chronicle (Ch)		1870-1938
4.	Examiner (Ex)		1870-1938
5.	News (N)		1904-1938

Note: For the period from 1870 to 1922, circulation figures used are publishers' estimates and sworn statements of circulation. For period 1922 to 1938, figures from audited reports of the Audit Bureau of Circulation are used.

CHART #1

POPULATION-CIRCULATION TRENDS: COMPOSITE OF ALL PAPERS: GEOMETRIC SCALE



POPULATION-CIRCULATION TRENDS FOR TWO SAN FRANCISCO NEWSPAPERS: GEOMETRIC SCALE

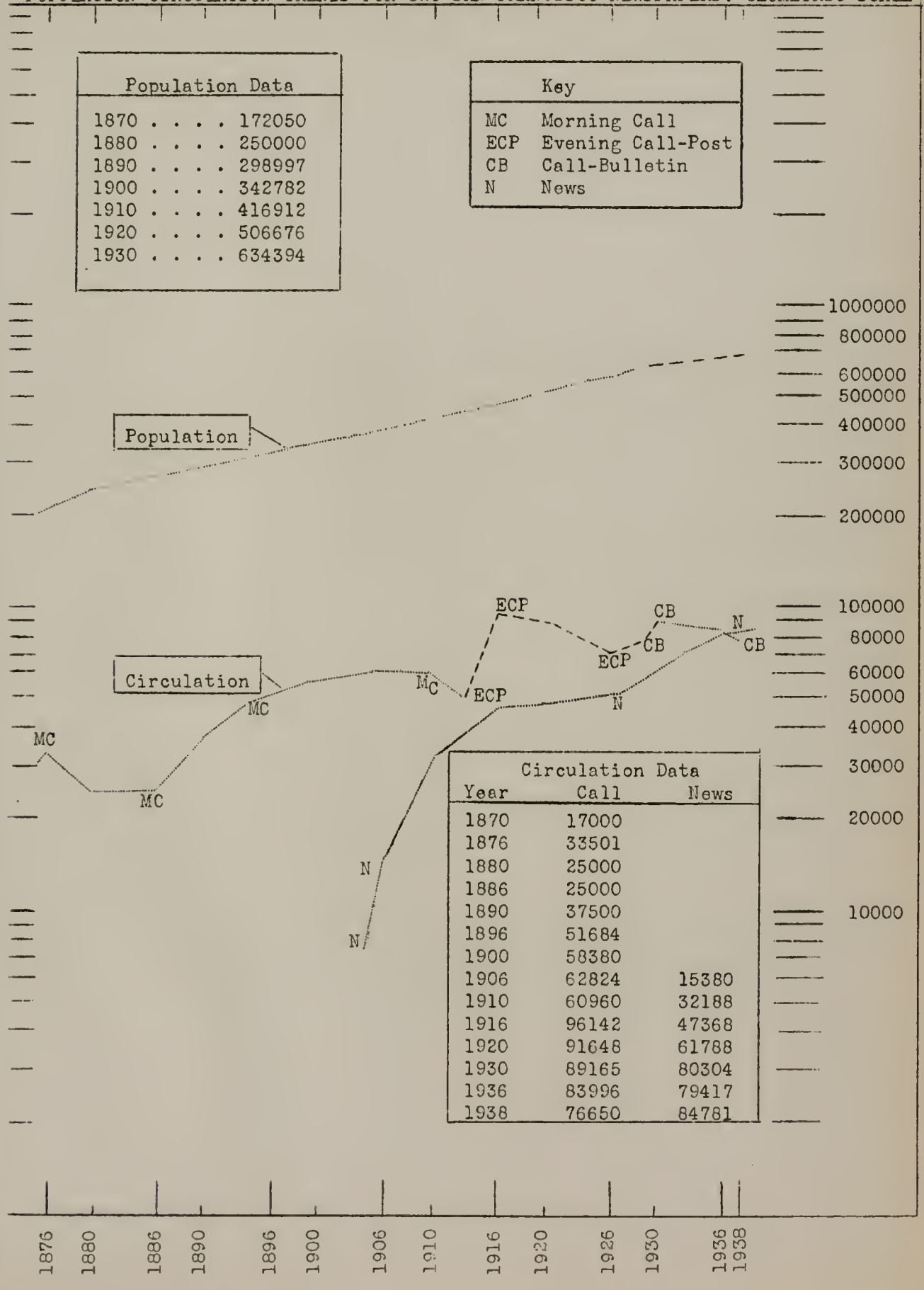
BASIC DATES CHART NO. 2

1.	Morning Call (MC)	1870-1913
	Evening Call-Post (ECP)	1913-1929
	Call-Bulletin (CB)	1929-1938
2.	News (N)	1904-1938

Note: For the period from 1870 to 1922, circulation figures used are publishers' estimates and sworn statements of circulation. For period 1922 to 1938, figures from audited reports of the Audit Bureau of Circulation are used.

CHART #2

POPULATION-CIRCULATION TRENDS FOR TWO SAN FRANCISCO NEWSPAPERS: GEOMETRIC SCALE



Circulation Data		
Year	Call	News
1870	17000	
1876	33501	
1880	25000	
1886	25000	
1890	37500	
1896	51684	
1900	58380	
1906	62824	15380
1910	60960	32188
1916	96142	47368
1920	91648	61788
1930	89165	80304
1936	83996	79417
1938	76650	84781

POPULATION-CIRCULATION TRENDS FOR THREE SAN FRANCISCO NEWSPAPERS: GEOMETRIC SCALE

BASIC DATES CHART NO. 3

1.	Bulletin (B)	1870-1929	
	Call-Bulletin		1929-1938
2.	Chronicle (Ch)		1870-1938
3.	Examiner (Ex)		1870-1938

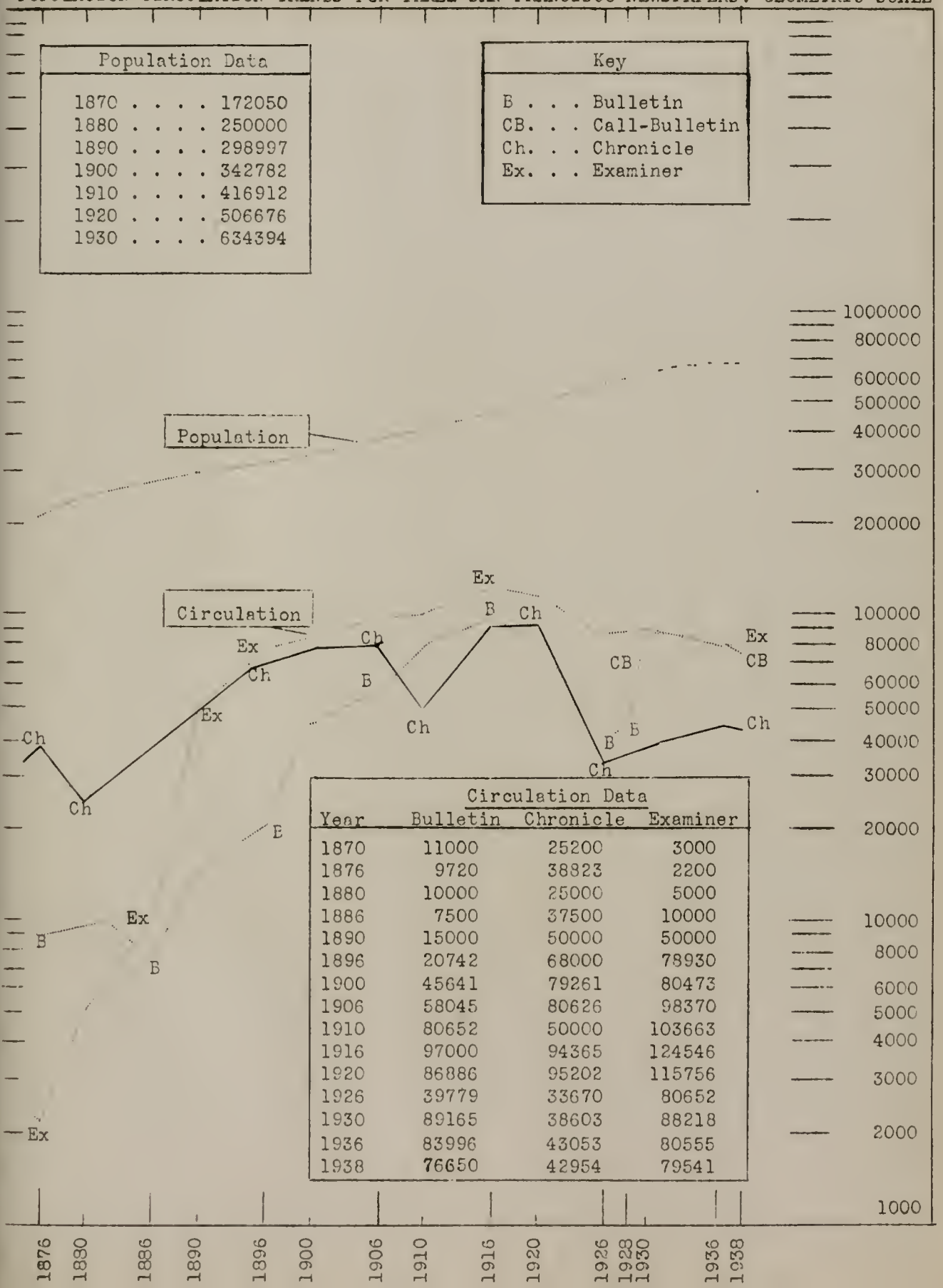
Note: For the period from 1870 to 1922, circulation figures used are publishers' estimates and sworn statements of circulation. For period 1922 to 1938, figures from audited reports of the Audit Bureau of Circulation are used.

CHART #3

POPULATION-CIRCULATION TRENDS FOR THREE SAN FRANCISCO NEWSPAPERS: GEOMETRIC SCALE

Population Data	
1870	172050
1880	250000
1890	298997
1900	342782
1910	416912
1920	506676
1930	634394

Key	
B	Bulletin
CB	Call-Bulletin
Ch	Chronicle
Ex	Examiner



Circulation Data			
Year	Bulletin	Chronicle	Examiner
1870	11000	25200	3000
1876	9720	38823	2200
1880	10000	25000	5000
1886	7500	37500	10000
1890	15000	50000	50000
1896	20742	68000	78930
1900	45641	79261	80473
1906	58045	80626	98370
1910	80652	50000	103663
1916	97000	94365	124546
1920	86886	95202	115756
1926	39779	33670	80652
1930	89165	38603	88218
1936	83996	43053	80555
1938	76650	42954	79541

A P P E N D I X

FIELD AND CLERICAL METHODOLOGY

Statements relating to the analytical limits of this monograph, and the reasons therefor, are made several times throughout the text by Dr. Sharp. However, a fuller and more specific explanation of obstacles encountered in collecting, assembling and charting the statistical data herein recorded will furnish a basis upon which the work can be appraised and, at the same time, supply helpful information to students who, as Dr. Sharp suggests (p. 35), might wish to make "other analyses" and "develop a larger sample from local issues and from other cities."

The constant turnover of project personnel during the field work makes a detailed analysis of the field methods actually followed by each worker assigned nearly impossible. The best we can hope for is an approximation of how the field workers prosecuted the classifying of news and advertising breakdowns in what, we may now conclude, is an extremely complicated research problem, as original instructions by

Mr. Albee (first supervisor) to field workers indicate. The original written instructions were:

NEWS

Topic No. 4 (News) is divided into two studies: (1) the space given to news in the newspaper as a whole, and (2) the space given to news on the front page. Measurements under both heads will be carried on according to instructions already outlined; that is, all measurements will be carried out to the quarter-inch, and by the column inch; again also the space covered by a news item will be the distance between its cut-off rules or between the first and last lines of type (including all heads and banks) where rules do not exist.

In working on this topic it will sometimes be found that a particular news item may seem to be capable of classification under more than one type-heading. For instance an article on migratory labor may be classifiable equally as "Sociological" or as "Labor." Note then, in such cases the space covered by the item will be divided equally among the two or more type-headings appropriate to it. Thus if the hypothetical article about migratory labor measures three column inches, each of the two headings, "Sociological" and "Labor," will be credited with one-and one-half inches.

The rule for treatment of editorial and departmental material is the same as for Topic No. 2 (Relation Between News and Advertising Space). Such material will be ignored unless it is definitely printed as news. As in the case of Topic No. 2 the research worker must use care and discrimination in making his decision here.

As the type-headings are comprehensive yet fairly obvious in their meanings on this topic, they will not be broken down into sub-headings as was done in the case of Topic No. 3 (Advertising, by Types). Verbal instructions and office practice on contemporary newspapers will supply supplemental instruction.

ADVERTISING

Under this topic each item must be classified by type according to categorical headings listed below and on the work sheet. Types of ads which will actually be found in the newspapers consulted in research are listed below under their proper classifications as a guide to the research worker.[1]

Amusements: Theaters, shows, entertainments, fairs, beaches, plunges, parks, concerts, nite clubs, resorts.

Announcements: Legal notices, lodge notices, lost and found, meeting notices, church death and mortuary notices, cards of thanks, flowers and wreaths, cemeteries, monuments and memorials, personals, special notices, political notices, wants, miscellaneous, wanted, information, stock holders' meetings, warnings, public service, gas, light and power.

Employment: Agencies for employment, help wanted (male and female), instruction for employment, situations wanted (male and female), salesmen, agents and solicitors wanted.

Financial: Building and loan, business opportunities (offered and wanted), capital for investment, collections adjustments, loans (automobile, personal, chattel, and estate), mines and mining, leases, titles, records, contracts; wanted capital, loans, etc.

Health Aids: Health clubs, lectures, baths and massage, herbalists, medicinal, sanatariums and rest homes, patent medicines, health devices and foods, cures.

Instructions: Art, drama elocution, business, secretarial, trade, professional and private schools, riding academies, musical and vocal instruction, beauty culture schools, dancing instruction, language instructions, kindergartens; wanted instruction.

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[1] Based upon classifications set forth in advertising rate-cards in use by San Francisco newspapers in 1938.

Liquor: All kinds of liquor ads.

Livestock: Livestock for sale, livestock wanted, pets wanted, pet and stock feed and forage, poultry, chicks, horse and wagon, harness.

Merchandise: Wholesale and Retail--art goods, auction, beds, bedding, matresses, building materials, books and stationery, camera supplies, optical goods, carpets and rugs, clothing and furs, coal, wood, kindling, equipment and fixtures (office and store), furniture (office, store and household), hardware and electrical goods, household equipment and supplies, jewelry, diamonds, watches, musical instruments, machinery and tools, nursery plants, seeds, bulbs, paints, paper, shades, curtains, radios, parts, equipment, refrigerators, stoves and heaters, trunks, luggage, bags, merchandise for trade and exchange, unredeemed merchandise, miscellaneous sale or wanted.

Professional: Painters, plumbers, carpenters, upholsterers, tailors, dentists and doctors, detectives, lawyers, mechanics, livery stables, osteopaths, chiropractors, spiritualist mediums fortune tellers, beauty operators, entertainers, artists, assayers, optometrists, photographers, cleaners and dyers.

Real Estate: Furnished and unfurnished property for sale, exchange and trade, rentals, resort property, hotels and apartments, lets; wanted real estate to rent, buy, exchange trade; room and board offered or wanted.

Transportation: Rail, bus, air and water transportation services offered or wanted, shipping, sailing notices, arrival notices, storage, express and delivery, furniture storage, etc.

Miscellaneous: Office ads, hack stand, to let.

It is obvious, especially to newspaper people, that strict adherence to the foregoing instructions would necessitate rare technical ability and much more time than was

possible under the limitations prescribed for the project. Inaccuracies in both field and clerical data already assembled became apparent as the work progressed; but fortunately the statistical errors in the data assembled were confined to front-page material, errors affecting all-pages data being of a clerical nature which did not necessitate the duplication of field work. Internal inconsistencies where found were re-checked in the field.

In remeasuring the front page in the earlier sampled papers it was found that a five-inch space might contain 12 items of various classifications, to each of which was allocated a representative portion of the space. In later samples measured, (1900 forward), the material is more difficult to classify and thus the individual researcher's judgement is less reliable. The classifications as originally set down are apparently adequate for both news and advertising for the periods prior to 1900. From 1900 forward, however, increasing complexity of the average news budget per issue does not lend itself to simple classification in the categories as originally set down. Practically every major item found in a post-1900 newspaper presents a problem for classification. For instance, how does one classify a war in China with its attendant repercussions in Washington, all expressed in news items approached by various writers presenting various viewpoints? Items describing the war itself are, of course, classified as "Military." A speech in Congress

on the war and American neutrality by an internationally known statesman presumably could be allocated among "Personalities," "Political," and "Military." If the speech as reported contains reference to a stock market fluctuation, danger to American shipping and the loss of American lives in the Orient chargeable to the war, additional classifications should be made allocating space to "Business," "Transportation," and "Disaster." In remeasuring the front page, however, such a subject was charged to "Military" and "Political," proportionate to the respective amount of wordage found under indicative headlines or subheads.

Inadequacy of the titles as set forth in the original work sheets seriously limits the entire study. In remeasuring the front page there was serious question in our minds as to whether certain items should be classified as "Military" over "Political" or vice versa; such items as "sex-crime," "money-sensational," public welfare, etc., have no place in the existing classifications. Sex-crimes therefore were variably included in "Crime," and "Sociological," depending upon the personalities and public action involved; "money-sensational" was allocated to "Business" or "Crime," or "Personalities," depending upon the treatment given the alleged facts by the editor. The classification, "Disaster," was forced to carry such diverse items as earthquakes, suicides, (except as they involved "Personalities") or, for instance, the death of a child under the wheels of a Market street trolley.

TECHNIQUE OF MEASURING. According to the original research instructions issued by Mr. Albee, the depth-of-column measurements for the front page of all newspapers selected were to be made as follows: "Measure column 1 on page 2 and ignore variations to be found on other pages -- such as the variations caused by the printing of the masthead and date line on page 1." This method was found to give a variation of from 1 to 3 inches per column in the amount of news matter actually carried on the front page. The difference could be adjusted by adding the area taken up by the masthead to the recorded front-page news and advertising inchage.

The difference on the front page between the "possible total" number of inches of news and advertising (product of depth times number of columns) and the "recorded total" (total measured inches of news plus total measured inches of advertising) was found to be approximately a constant factor as far as the front-page measurements were concerned. The discrepancy in no way affected the accuracy of the Front Page study, representing as it did "dead" white space taken up by the "ears," by the logotype[1] and date line, which are relatively constant and have no news or advertising value. This discrepancy therefore was disregarded insofar as front-page tabulations were concerned and did not enter into measurements of the inside pages, except as occasional

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[1] Generally referred to in error as the "masthead," which usually appears at the head of the editorial columns.

bits of "dead" white space or as area taken up by the masthead, usually carried on the editorial page. For consistency "dead" white space was charged to the news or advertising item to which it was immediately adjacent.

As remeasured, the front-page breakdown equals the total space on the front page given to news and advertising matter expressed in column inches, based on a column-depth measured from the date line to and including the bottom line of type in the column. This gives a "total possible" of front-page news and advertising space varying from 8 to 16 inches less than inside-page measurements for the same newspaper.

ILLUSTRATIONS under the instructions given by Mr. Albee were not included in the study and their dimensions were neither recorded nor totaled. News and Advertising illustrations in each issue were counted, and dimensions of the largest of each, recorded. In remeasuring, we included measurements of illustrations and classified them in column inches under the proper news and advertising titles.

BANNER-LINES AND HEADLINES, under Mr. Albee's instructions and in our remeasurements, were measured, totaled and classified under their proper titles.

VARIATIONS: Because of white space surrounding headlines and between paragraphs, over and around the

logotype, discrepancies appeared in the balance between "possible totals"and actual news and advertising totals in nearly every instance in the remeasurements. The variation was from .5 of an inch to 7.5 inches per paper. "Total measurements" generally represented less than the "total possible."

Discrepancies either minus or plus in earlier newspapers (1870-1890)occurred because five column inches of type sometimes included as many as 15 to 25 news items, each of which required separate measurement and classification.

Type in the hands of skilled printers and make-up men is as flexible as rubber. Items are "leaded"[1] above, between and below headings and between lines and paragraphs of body type. Each column is "leaded" individually. The lack of uniformity thus obtaining between columns on the same page may account in part for minor errors in measuring, particularly when there are many items of various classifications in the same column.

In remeasuring, it was found that even with meticulous care and with favorable objective conditions (well-preserved, loosely bound files) an error of approximately 1/2 inch crept into the recorded measurements of practically every column found when the items classified were summated. In a nine-column page this would amount to 4.5 inches. As

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[1] Spaced with strips of lead, copper or brass of varying thicknesses, less than "type-high."

this discrepancy does not represent the omission or over-weighting of any news or advertising item or items, the "total possible" estimate was discarded in every instance and the classification of news and advertising items expressed as proportions of the "recorded total" instead.

The clerical errors of course were not caused by the field procedure of collecting, classifying and measuring data for the monographs. It might therefore be interesting and perhaps usefully informative to describe the procedure connected with development of the tables and charts. All data initially recorded from which the charts were to be based, were re-checked and special care taken to prevent the possibilities of cumulative errors.

Minor transcription inaccuracies, probably due to questionable or indistinct figures ("3" for "5", "7" for "9" or vice versa) occurred frequently; also, minor errors were due to crediting "Amusements" to "Agriculture," for example, on the sheet from which the inches and percentage data were taken in developing the charts.

The topics used,[1] eleven for News and thirteen for Advertising, conform with the initial instructions given. However, all news-topic percentage calculations were made on the basis of the <u>total</u> news-topic space (twenty-two topics

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[1] Eleven News topics dropped: Agriculture, Art, Celebrations, Communications, Discoveries, Education, Mining, Real Estate, Science, Vitals, Miscellaneous.

in all). In cases in which no priority-rank figures appear in the charts, no inches of space, or parts thereof, were recorded.

* * * *

Generally observed, field work for the completion of the present study necessitated a coverage of more than six columnar miles of news, ads and illustrations. For the tabulated data of Part II more than 24,000 measurements were taken in the field work alone.

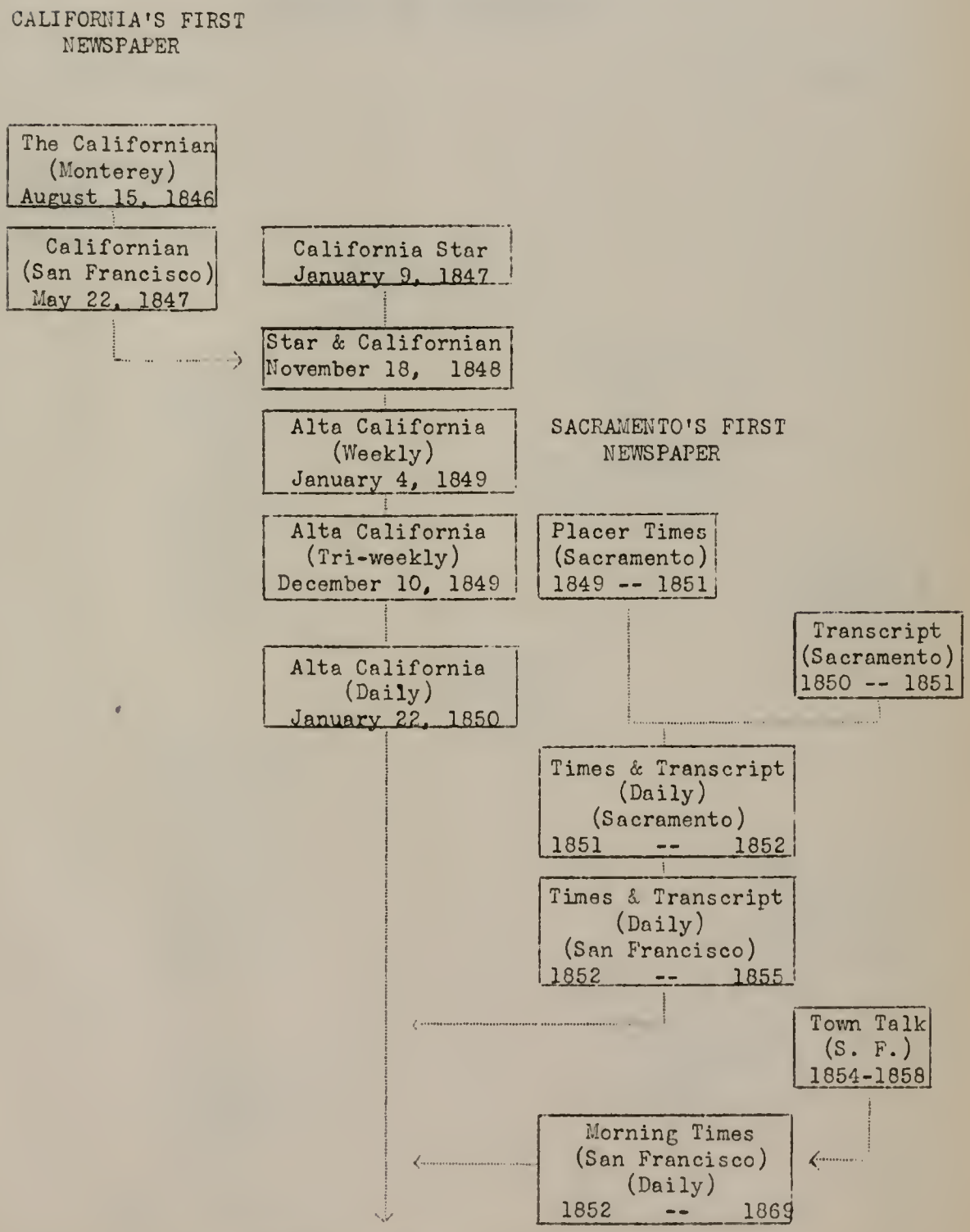
Jack Borlase
Statistical Editor

E. L. Daggett
Supervisor

GENEALOGIES OF
SAN FRANCISCO DAILY NEWSPAPERS
1846 - 1940

GENEALOGY OF SAN FRANCISCO DAILY NEWSPAPERS 1846-1940

ALTA CALIFORNIA:- SAN FRANCISCO'S OLDEST DAILY

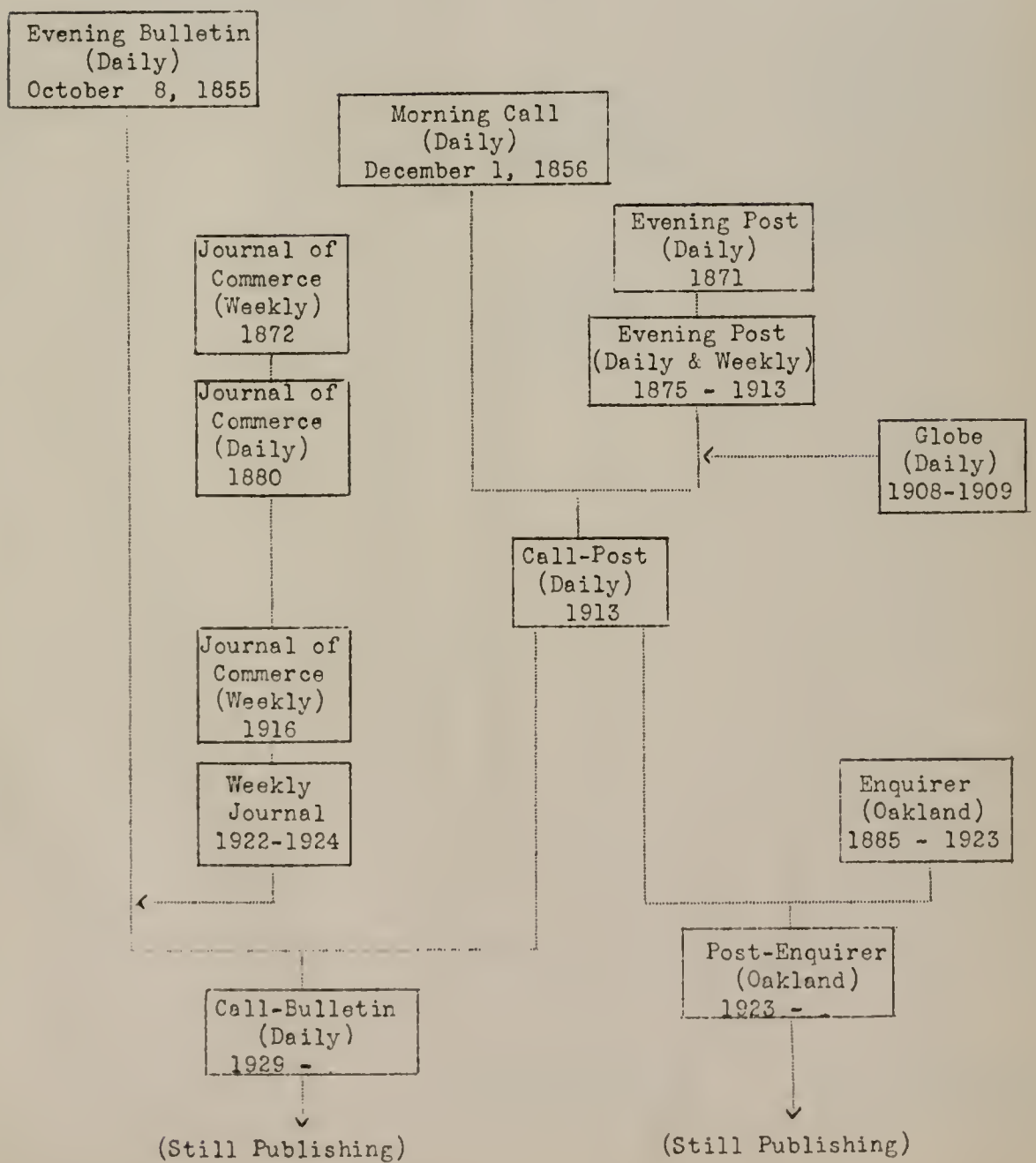

CALIFORNIA'S FIRST NEWSPAPER
The Californian (Monterey) August 15, 1846
Californian (San Francisco) May 22, 1847
California Star January 9, 1847
Star & Californian November 18, 1848
Alta California (Weekly) January 4, 1849
SACRAMENTO'S FIRST NEWSPAPER
Alta California (Tri-weekly) December 10, 1849
Placer Times (Sacramento) 1849 -- 1851
Transcript (Sacramento) 1850 -- 1851
Alta California (Daily) January 22, 1850
Times & Transcript (Daily) (Sacramento) 1851 -- 1852
Times & Transcript (Daily) (San Francisco) 1852 -- 1855
Town Talk (S. F.) 1854-1858
Morning Times (San Francisco) (Daily) 1852 -- 1869
(Suspended Publication 1891)

GENEALOGY OF SAN FRANCISCO DAILY NEWSPAPERS 1846-1940

EXISTING DAILY NEWSPAPERS

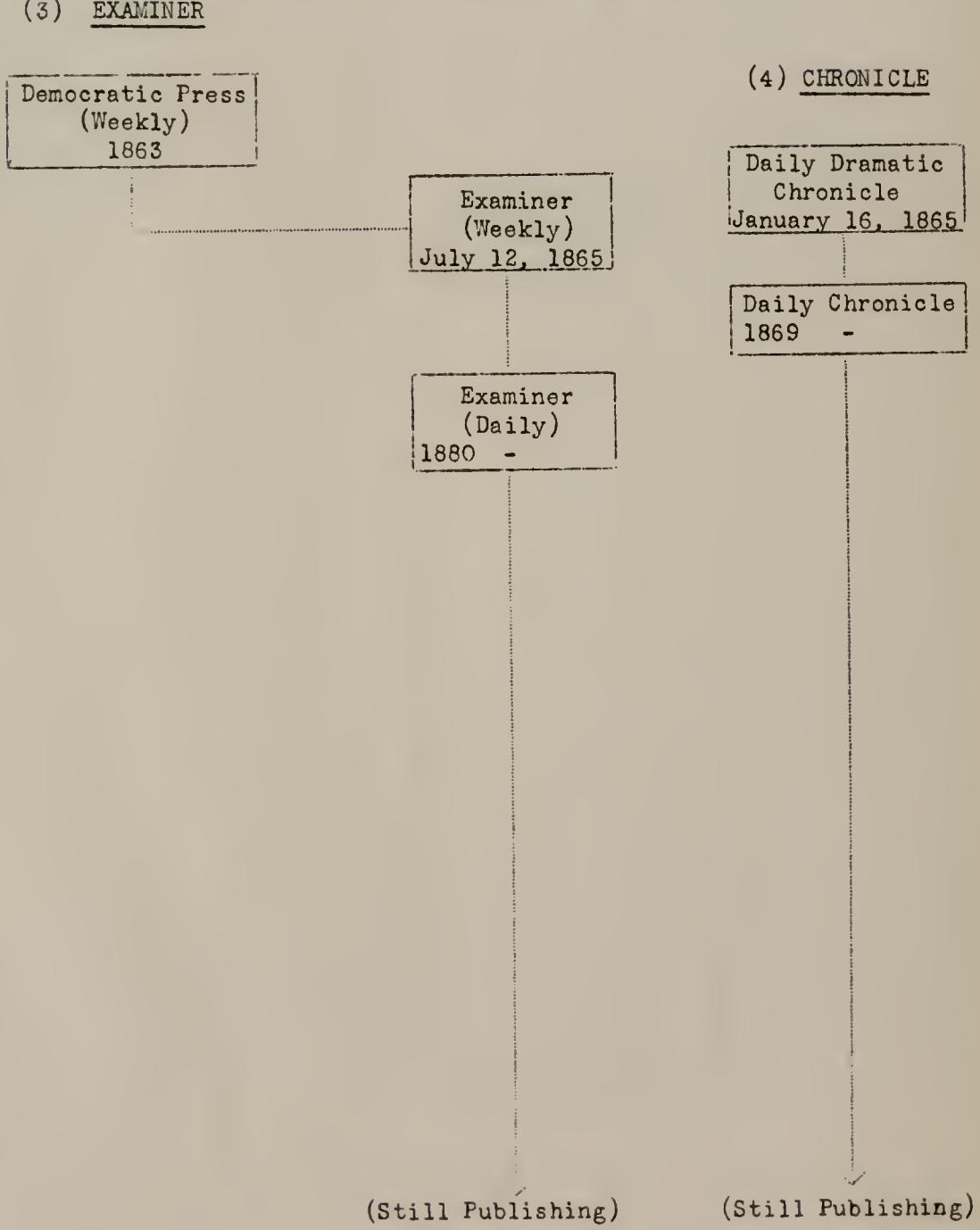
(1) CALL-BULLETIN

(2) POST - ENQUIRER


Evening Bulletin (Daily) October 8, 1855
Morning Call (Daily) December 1, 1856
Evening Post (Daily) 1871
Journal of Commerce (Weekly) 1872
Evening Post (Daily & Weekly) 1875 - 1913
Journal of Commerce (Daily) 1880
Globe (Daily) 1908-1909
Call-Post (Daily) 1913
Journal of Commerce (Weekly) 1916
Weekly Journal 1922-1924
Enquirer (Oakland) 1885 - 1923
Post-Enquirer (Oakland) 1923 -
Call-Bulletin (Daily) 1929 -
(Still Publishing)
(Still Publishing)

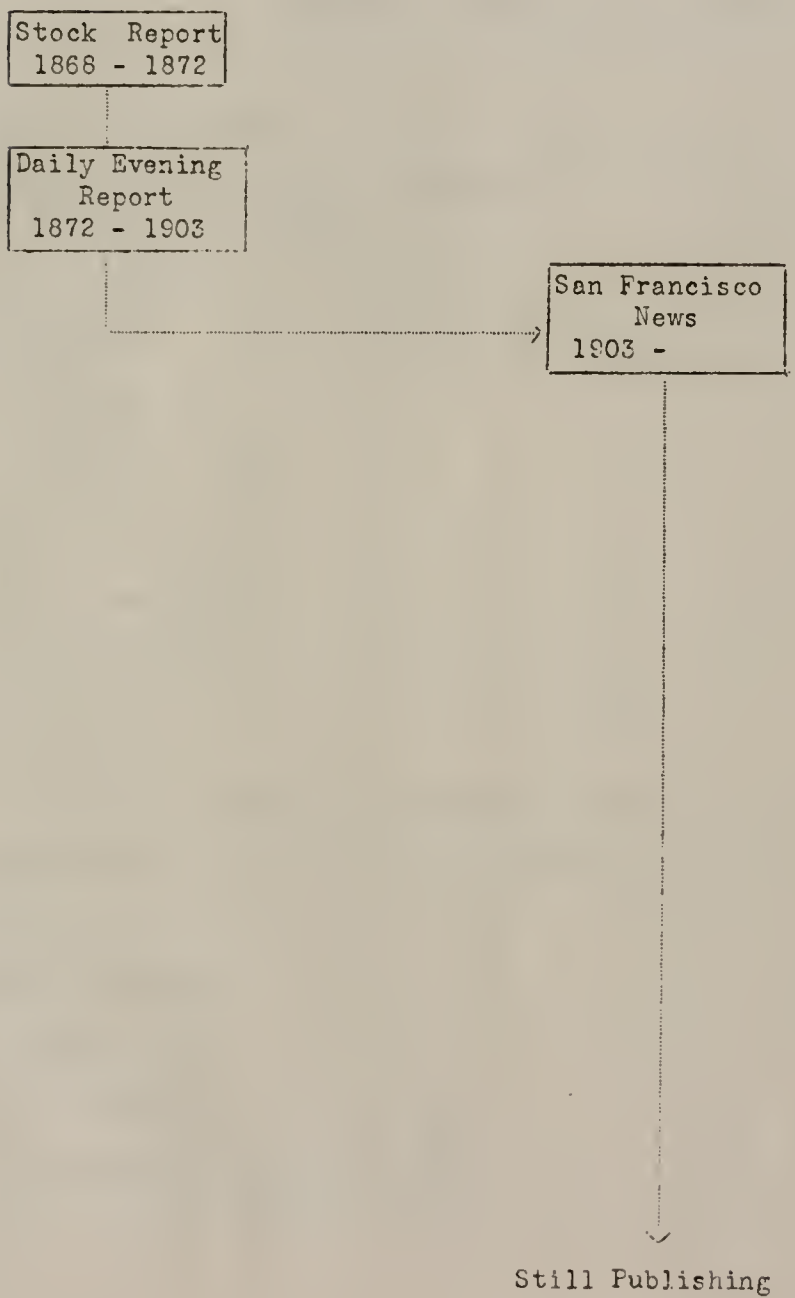
GENEALOGY OF SAN FRANCISCO
DAILY NEWSPAPERS
1846-1940

EXISTING DAILY NEWSPAPERS (Continued)



EXISTING DAILY NEWSPAPERS (Continued)

(5) SAN FRANCISCO NEWS



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